

86 00368

JACKSON SQUARE

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

APR 8 1986

UNIVERSITY OF CALIFORNIA

SAN FRANCISCO DEPARTMENT OF CITY PLANNING

86 00368

C · H · N · M · B
ASSOCIATES
Carter Hull Nishita McCulley
2789 - 25th St.
San Francisco
California 94110
(415) 821-3500

JACKSON SQUARE

C · H · N · M · B
ASSOCIATES
Carter Hull Nishita McCulley
2789 - 25th St.
San Francisco
California 94110
(415) 821-3500

SAN FRANCISCO DEPARTMENT OF CITY PLANNING

JUNE • 1971

SAN FRANCISCO CITY PLANNING COMMISSION

Walter S. Newman, *President*
Mortimer Fleishhacker
Mrs. Charles B. Porter
John Ritchie
Hector E. Rueda
Thomas J. Mellon, *Chief Administrative Officer*
Thomas G. Miller, *Alternate*
John D. Crowley, *Manager of Utilities*
James J. Finn, *Alternate*

SAN FRANCISCO LANDMARKS PRESERVATION ADVISORY BOARD

Don E. Stover, *President*
Charles Fracchia
Mrs. John W. Mailliard, III
Reverend John B. McGloin
Mrs. Peter G. Platt
Dr. Albert Shumate
Francis L. Whisler
W. Stanley Whitaker
Ransom M. Cook, *Art Commission representative*

SAN FRANCISCO DEPARTMENT OF CITY PLANNING

Allan B. Jacobs, *Director of Planning*
Edward I. Murphy, *Assistant Director*
Dean L. Macris, *Assistant Director - Plans & Programs*
R. Spencer Steele, *Assistant Director - Implementation*
Lynn E. Pio, *Administrative Secretary*

CONTRIBUTING STAFF:

Ralph A. Mead, *Landmarks Board Secretary & Project Manager*
Robert W. Passmore, *Assistant Zoning Administrator*
Richard D. Hedman, *Principal Planner - Urban Design*
Robert DeVelbiss
DeWayne Guyer
Ruth Jaffe
Edith Winter

Graphics:

Frank E. Hendricks, *Senior City Planning Draftsman*
Donald A. Brown
Jean E. Cody
Ruth Durbin
Eda Kavin

Typing:

Marilyne Labagh

PHOTO CREDITS

Department of City Planning
California Historical Society
San Francisco Convention & Visitors Bureau

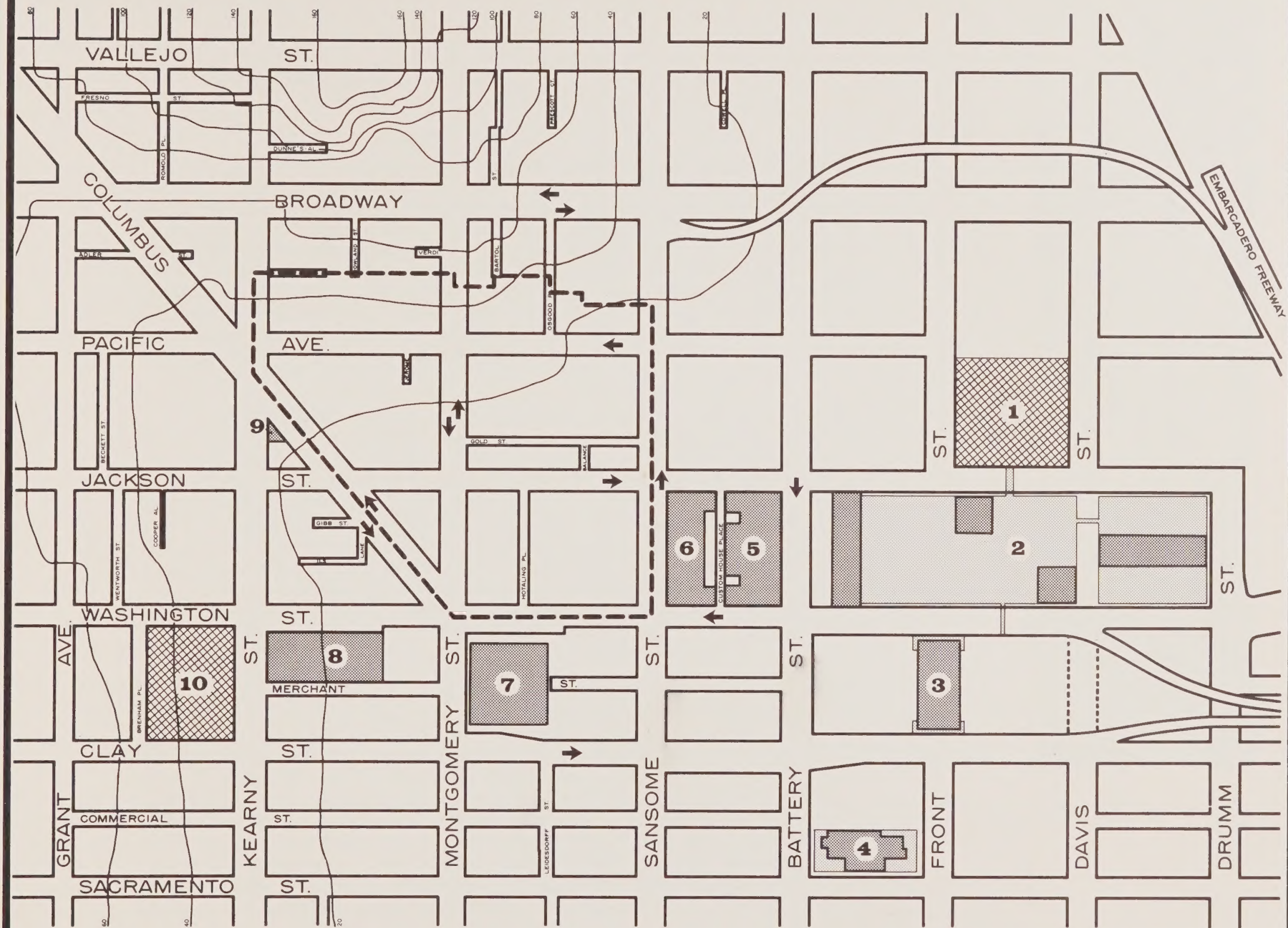
CONTENTS

	<u>Page</u>
A. INTRODUCTION	1
B. BACKGROUND ANALYSIS	2
1. <u>Historical Development.</u>	2
2. <u>Existing Conditions.</u>	4
<i>Land Use</i>	4
<i>Streets and Circulation</i>	4
<i>Period of Construction</i>	5
<i>Height of Structures</i>	5
<i>Building Facades</i>	5
<i>Applicable Zoning Provisions</i>	6
<i>Economic Development and Use Factors</i>	7
C. WHY PRESERVE JACKSON SQUARE?	8
D. ARCHITECTURAL FEATURES	13
E. FEASIBILITY OF PRESERVATION	16
F. BOUNDARIES OF THE PROPOSED HISTORIC DISTRICT	18
G. OBJECTIVES FOR THE AREA	20
H. IMPLEMENTATION	21
1. <u>Private Property.</u>	21
2. <u>Public Property and Actions.</u>	24
I. CONCLUSION	26
FACADE ELEVATIONS AND DESCRIPTIONS	
APPENDIX A - SUMMARY OF BUILDING HISTORIES	27
APPENDIX B - SELECTED PROVISIONS OF ARTICLE 10, CITY PLANNING CODE	35

ILLUSTRATIONS

	<u>Follows Page</u>
MAPS	
Jackson Square and Vicinity	
Ground Floor Land Use	4
Period of Construction	5
Height of Buildings	5
Compatibility of Buildings	5
Existing Zoning & Special Use Districts	6
Existing Special Height Districts	6
Landmarks - Current Status	11
PHOTOGRAPHS	1, 12, 19
ELEVATIONS	26

Jackson Square and Vicinity



1 Inch Equals 300 Feet

1. Sidney G. Walton Square
2. Golden Gate Development
3. Alcoa Building
4. Embarcadero Center
5. Customs House
6. Appraisers Building
7. Transamerica Building (Under Construction)
8. Chinese Cultural Center
9. Columbus Towers
10. Portsmouth Square



Traffic Flow



**Proposed
Jackson Square
Historic District**





Digitized by the Internet Archive
in 2024 with funding from
State of California and California State Library

<https://archive.org/details/C124885310>

A. INTRODUCTION

The city's oldest remaining commercial area, Jackson Square stands as a living reminder of Gold Rush days as well as the colorful period of the Barbary Coast. This history, combined with the visual appeal of its buildings and the streetscapes they create, has given us the area as it exists today. To lose the character of Jackson Square would be tragic, not only in itself, but also because much of San Francisco's charm and attraction lies in the contrasts provided by the proximity of distinctive areas like Jackson Square to the central downtown core.

This report has been prepared in response to a request from the City Planning Commission to consider the designation of Jackson Square as a historic district under the City Planning Code, recognizing the large number of existing individual landmarks in the area. Intended for presentation to the Landmarks Preservation Advisory Board and the Planning Commission, the report is also available for review by interested citizens concerned with the future of San Francisco and Jackson Square in particular. The area studied and proposed for designation is indicated on the map entitled "Jackson Square and Vicinity".

Until now, the unique character of the area has been sustained chiefly by the imaginative enterprise of private citizens in rehabilitating and preserving many of its buildings, and by sympathetic design of alterations and new buildings to harmonize with the old. The City should now take the opportunity to reinforce and encourage the private sector in this effort by making Jackson Square a historic district, to preserve it not just as a collection of period pieces, but as an area where change is welcomed and guided within a physical framework that respects existing scale, character and historical continuity.



**Montgomery St. North from Washington St.
May 22, 1906**

B. BACKGROUND ANALYSIS

1. Historical Development.

Jackson Square contains buildings which are the sole survivors of the early central business district of San Francisco, and thus the sole physical reminders of the city's beginnings as a great port and mercantile center. The oldest buildings, those on Montgomery Street, date back to the early 1850's, but the more well known are on Jackson Street, dating from the 1860's, and it is from the latter that the whole district takes its name.

The key to Jackson Square's early history was its waterfront location. Hastily developed in Gold Rush days as an extension of the original commercial center at Portsmouth Plaza, the area was in fact built on fill, part of which consists of abandoned ships which still underlie some of the buildings. During the 1850's this newly filled area directly adjoined the piers to the east; thus its early use for mercantile establishments, offices and financial institutions was natural. The wares sold included books, crockery, glassware, stoves, plumbing materials and the like. Professional and government offices were numerous; banks, assembly halls and places of entertainment were also found. The variety of uses was such as to represent almost the whole range of urban mercantile and social life. The distinguished men who had offices or businesses, or who owned property, in the area were many: General William Tecumseh Sherman, Colonel Jonathan Stevenson, James King of William, Mayors Charles Brenham and Ephraim Burr, Domingo Ghirardelli and Anson Hotaling, Faxon Dean Atherton, William Lent, Alexander Grogan, James de Fremery and others.

During the 1850's and 1860's, Montgomery Street, the principal thoroughfare of the young city, had major business establishments and offices lining both sides for some eight or nine blocks north of Market; of these, only a few now survive in the 700 and 800 blocks. These survivors on Montgomery Street, and elsewhere in Jackson Square, stood at the very edge of the business district, which moved south towards Market Street and like the receding tide, left them behind. They survive because they were well built, of good materials, and thus escaped destruction from the serious fires of the

1850's and after, and from the major earthquakes that struck the city between 1868 and 1906.

Although some of the famed buildings of the area have been demolished within the last generation -- the Montgomery Block, the Pioche & Bayerque Building, the Bolton & Barron Building, the Frank Block, the Phoenix Building and the U. S. Appraisers Building -- there still remain a large number of structures from the early days with historical merit as well as distinctive architectural values. Thus there is a substantial nucleus from the original area, sole survivors of an entire era in the history, not only of the city, but of the entire state. Considered collectively, together with adjacent and nearby structures of similar character, they constitute an area which serves to alert us physically to the foundations of today's San Francisco and the men who pioneered its commercial, civic and social life.

After 1870, central business district functions moved both south and west of this general area, and many of the buildings gradually lost their more distinguished occupants. From professional and retail uses, there was a change to manufacturing and wholesaling: liquor and tobacco dealers, cigar factories, leather works and other industrial uses, and later printing and paper warehousing. This trend continued through the early decades of the 1900's. The great depression of the 1930's further weakened both the industrial and commercial bases of the Jackson Square area. Although artists, writers and some offices struggled to maintain themselves and preserved some activity there, many uses finally became uneconomic and many buildings vacant.

Such was the apparently hopeless condition when once again an era of restoration and new use was propitiously ushered in -- the historical and architectural merit of the area was rediscovered by the growing new wholesale furnishings and decorators industry, starting in the early 1950's. The attention recently lavished on these old structures well illustrates the primary lesson of Jackson Square's history -- its proven adaptability to changing uses without losing its essential historic form.

2. Existing Conditions.

Land Use

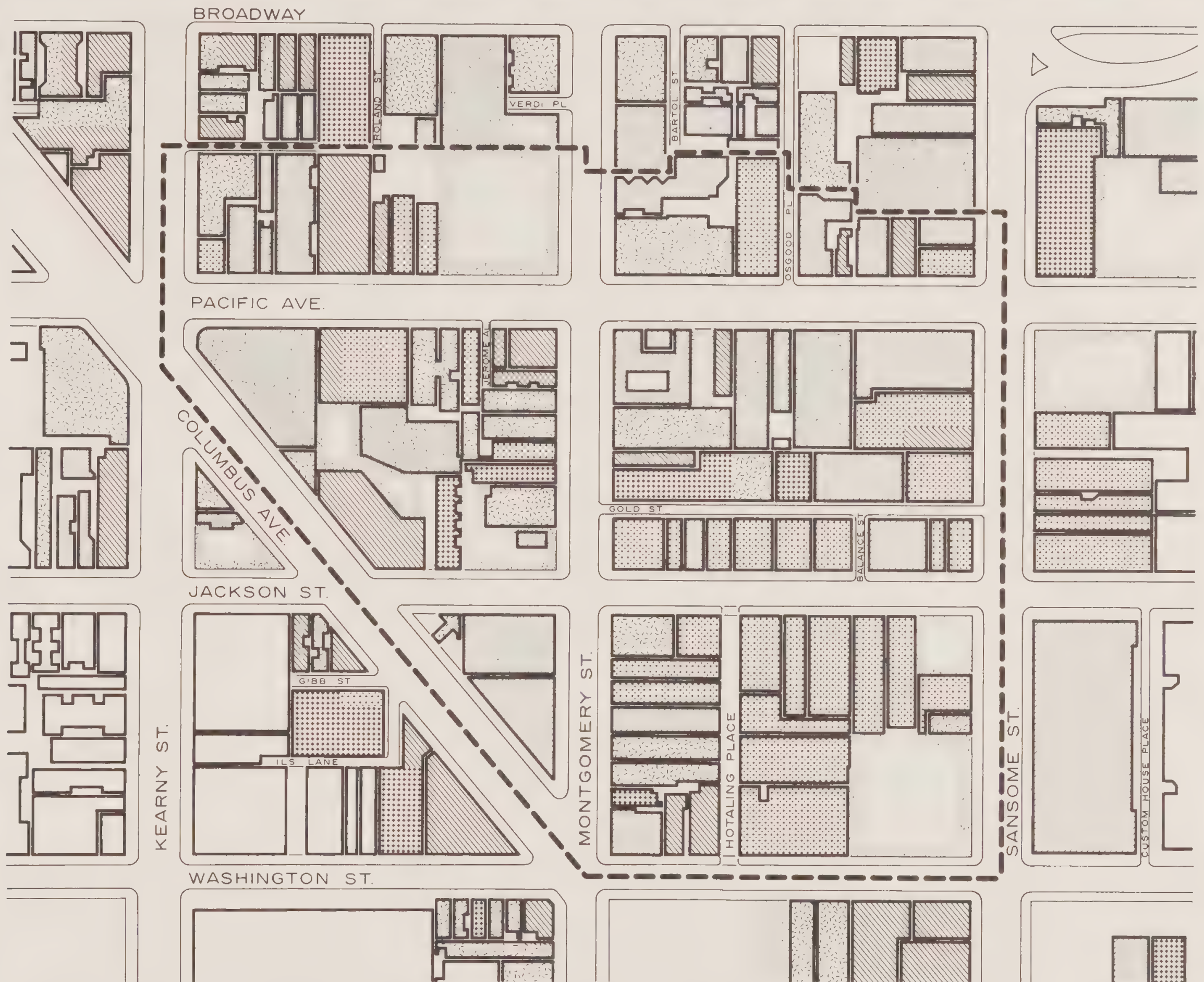
Jackson Square is headquarters for the interior design profession and specialized household furnishings firms, and has a substantial admixture of architectural and other professional offices. Restaurants, theaters and art galleries also exist in limited number, and there is a smattering of small retail stores and unobtrusive light industry (printing and food processing). The mix of activities is stimulating during the day, and there is some liveliness in the evening although the entertainment function is now centered on Broadway and its immediate environs. The area experiences a moderate amount of turnover, but vacancies are generally few and short-lived. There are continuing renovations, and a small office complex has recently been developed through construction and remodeling at the southeast corner of Pacific Avenue and Montgomery Street.

Parking lots cover about 12 percent of the net land area, and garages an additional 6 percent. These uses might well be replaced by new commercial development, which might in some cases include limited off-street parking.

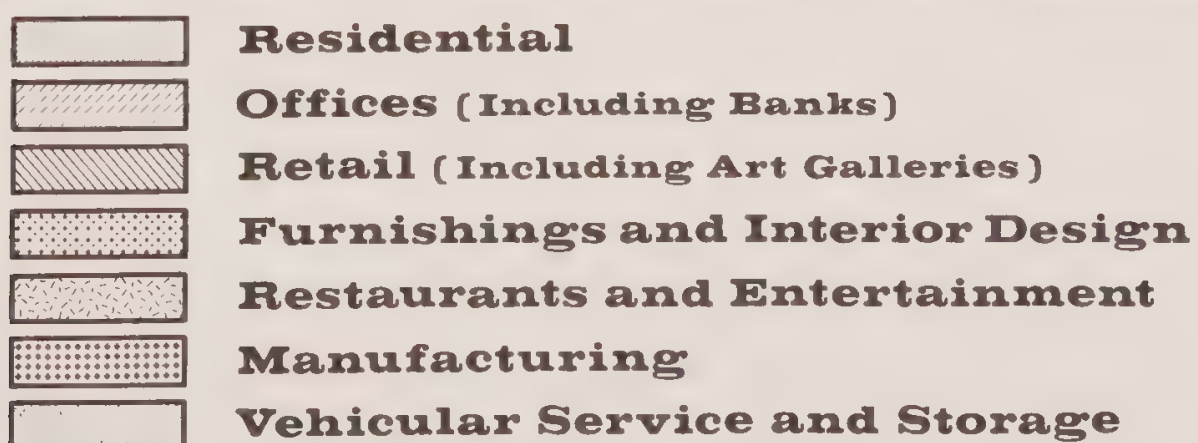
Streets and Circulation

The streets in the area are almost all narrow and moderately congested. Pacific Avenue and Jackson Street are a one-way pair serving Jackson Square businesses and giving access to Chinatown and Nob Hill to the west, and the Golden Gateway to the east. Montgomery Street, wider than Jackson and Pacific, carries two-way traffic and is often congested, as are Kearny Street and Columbus Avenue; all of these serve the downtown office district. Washington Street runs along the southern edge of the area and is one-way westbound, carrying traffic from the Embarcadero Freeway off-ramp; it is to be widened on its southern side. Sansome Street has sufficient capacity to carry its heavy one-way traffic northbound from downtown to the Freeway on-ramp at Broadway, and on to the Northern Waterfront. Public transit serves the area at its periphery, along Kearny, Washington, Sansome and Columbus. There are several parking lots and garages in the general area, as well as a substantial amount of on-street parking, but unfilled demand remains.

Ground Floor Land Use



1 Inch Equals 150 Feet



Period of Construction

Of the approximately one hundred buildings within the study area, over half reflect the architectural periods characterized by masonry construction in an Italianate or classical style, with carefully proportioned fenestration, corbeled brickwork, and decorative copings and capitals. Although some have been stripped of distinctive features, others have been renewed entirely or in part. About one-fourth of the study area buildings precede 1890, which has been used as a cut-off for the earlier period; but between 1890 and about 1912 there were a number of constructions, particularly after the 1906 disaster, which continued or echoed the typical style and scale of earlier days. In many cases, construction dates are not available with the scanty records now extant. After the first surge of rebuilding following the Earthquake and Fire, newer construction methods were introduced with lesser architectural significance, notably the use of reinforced concrete.

Height of Structures

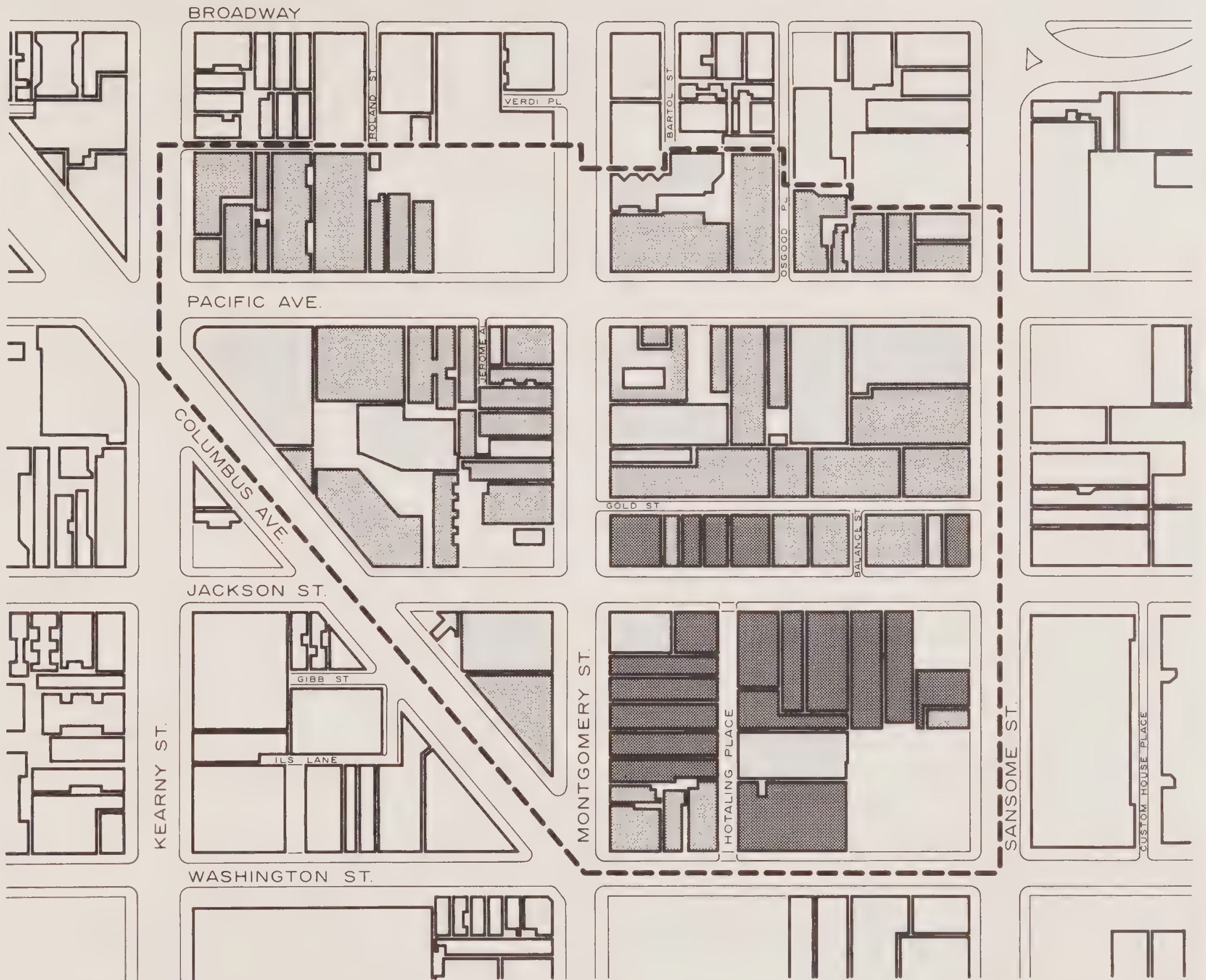
Jackson Square is at the southerly edge of the wave of small-scale buildings that flows down the slopes of Telegraph Hill, to meet the towering and advancing wall of the financial district. To the north and west there is still little development above 40 feet, except for the Columbus Tower (a city landmark) across the Avenue of that name. To the east, however, rises the Appraisers Building and further on, the apartment towers and Alcoa Building of the Golden Gateway area. And the wall to the south has now made inroads to Washington Street, with the Chinese Cultural Center (Holiday Inn) and the controversial Trans-america pyramid. It is at Washington Street that the existing Jackson Square 65-Foot Special Height District commences.

Three-fourths of the study area buildings are 40 feet or less in height -- several even being below 20 feet. Few of the pre-1890 structures exceed 40 feet. The tallest buildings, those exceeding 60 feet, are at 755 Sansome and 736-38 Montgomery.

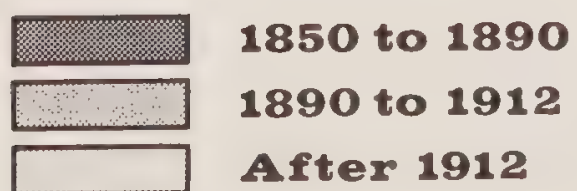
Building Facades

An analysis and evaluation of all buildings within the proposed boundaries was made during the study, and is expressed in the elevations and commentary included in this

Period of Construction



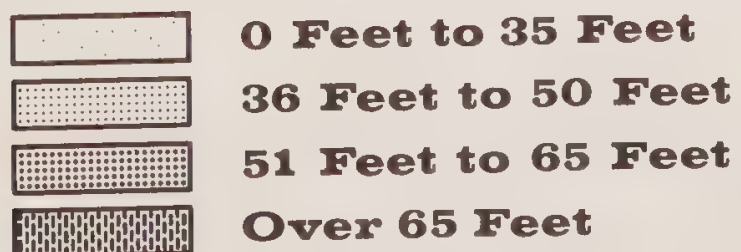
1 Inch Equals 150 Feet



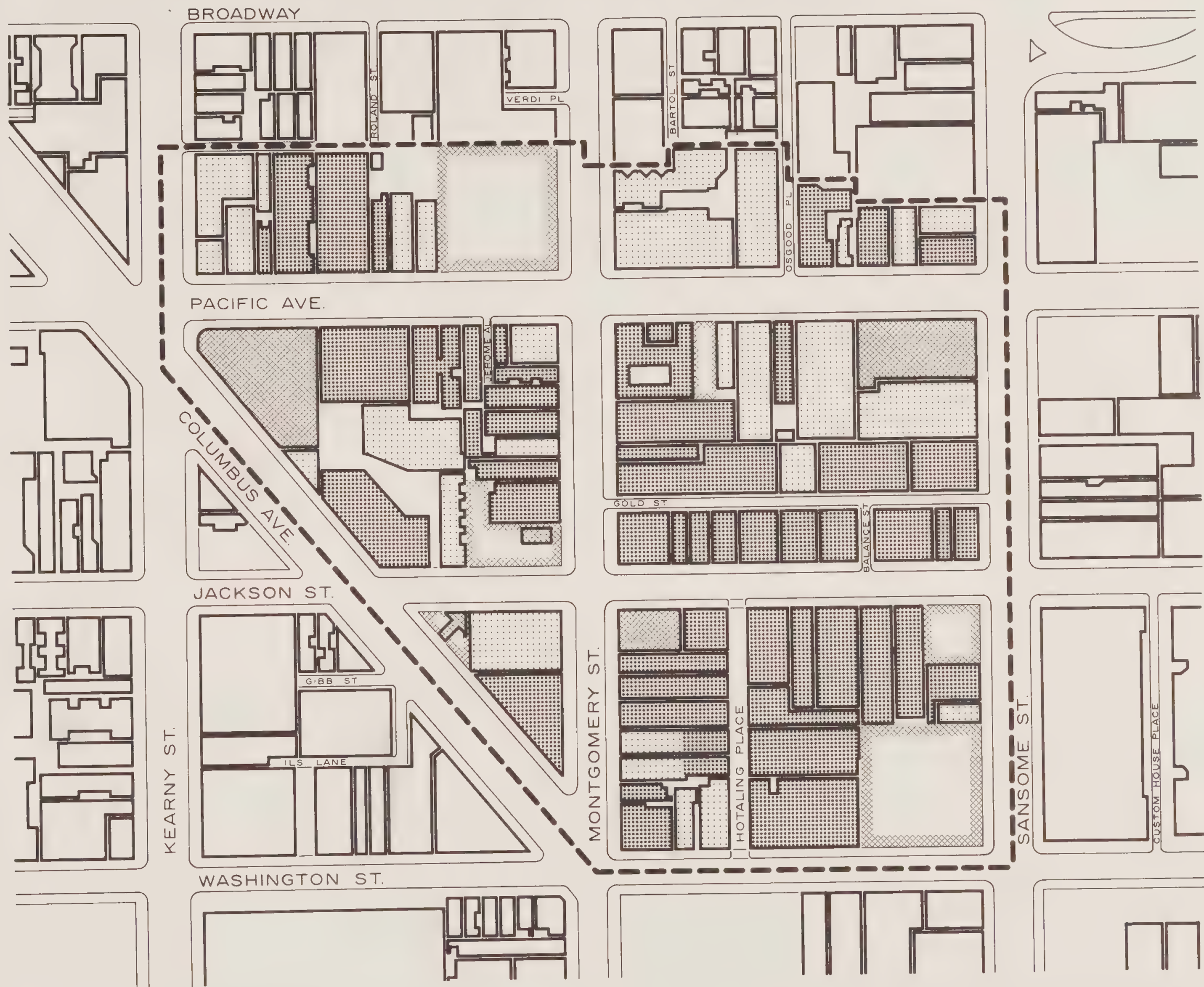
Height of Buildings



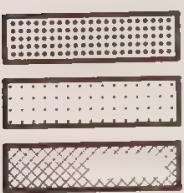
1 Inch Equals 150 Feet



Compatibility of Buildings



1 Inch Equals 150 Feet



Compatible With Basic Architectural Character of Area
Potentially Compatible
Incompatible



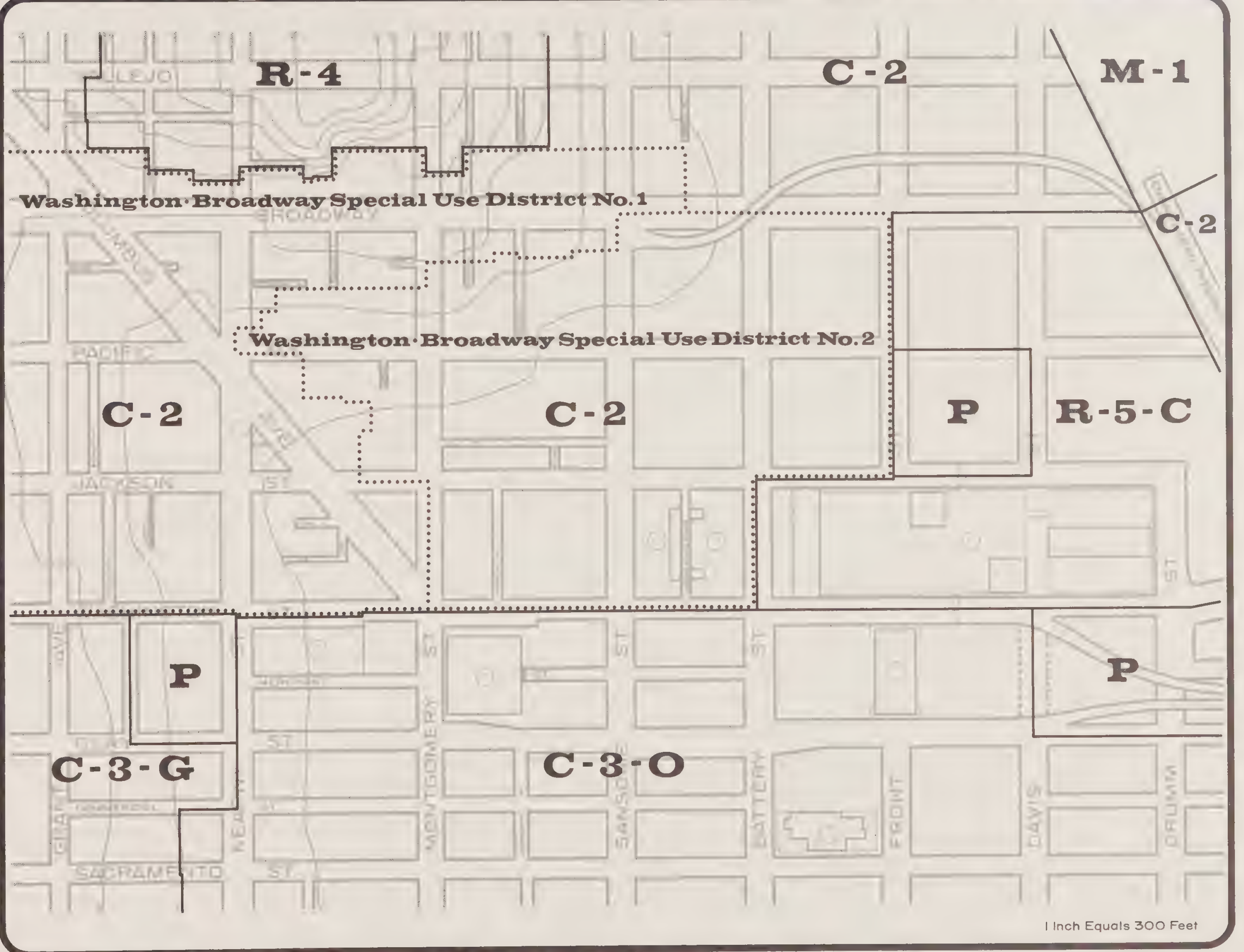
report. The history of individual buildings is summarized in Appendix A. Each structure has been placed into one of three categories with respect to its basic architectural character and its relationship to the entire area: Compatible; Potentially Compatible; and Incompatible. Most buildings were deemed Compatible. The second category includes those structures which could be made compatible through facade remodeling with a reasonable amount of effort and expense. The third category consists of those few structures whose bulk, scale or other characteristics appear to preclude successful remodeling.

The principal factors considered in the analysis and judgment were architectural: materials, details, scale, proportion, color, facade treatment, and fenestration. In addition, as has been suggested, harmony with the building's surroundings and the district was considered important. As an illustration of the approach taken, it was felt that exposure or skillful replacement of original brick can give immediate distinction to a structure; when this is combined with fine structural detail, such as well-formed arches, window work, shadow patterns, decorative cornices and corbeling, the total effect would be a Compatible building. Color is a pervasive element which influences one's evaluation of a structure, but it is relatively superficial and easily altered.

Applicable Zoning Provisions

The character of Jackson Square and its vicinity has previously been recognized by the adoption of several special provisions of the City Planning Code. Although the basic zoning district is C-2 (Community Business), the Downtown Zoning Study gave rise in 1968 to a Special Use District, permitting wholesale uses in addition to those normally allowed in C-2 districts. This Special Use District also provides for a parking exemption on all lots not exceeding 20,000 square feet in area, thereby encouraging retention of existing small-scale buildings (or construction of new ones) rather than assembly of sites for more massive structures. A 65-Foot Special Height District has been in existence since 1964; its purpose being to separate residential Telegraph Hill from the high-rise buildings of downtown. However, as a part of the Downtown Zoning amendments in 1968, a transition area -- approximately half a block wide -- was created between the 65-foot height limit area and the downtown office district, which starts at Washington Street. Within this transition area the Planning Commission may permit buildings of any height, subject to review under the Commission's conditional use authority.

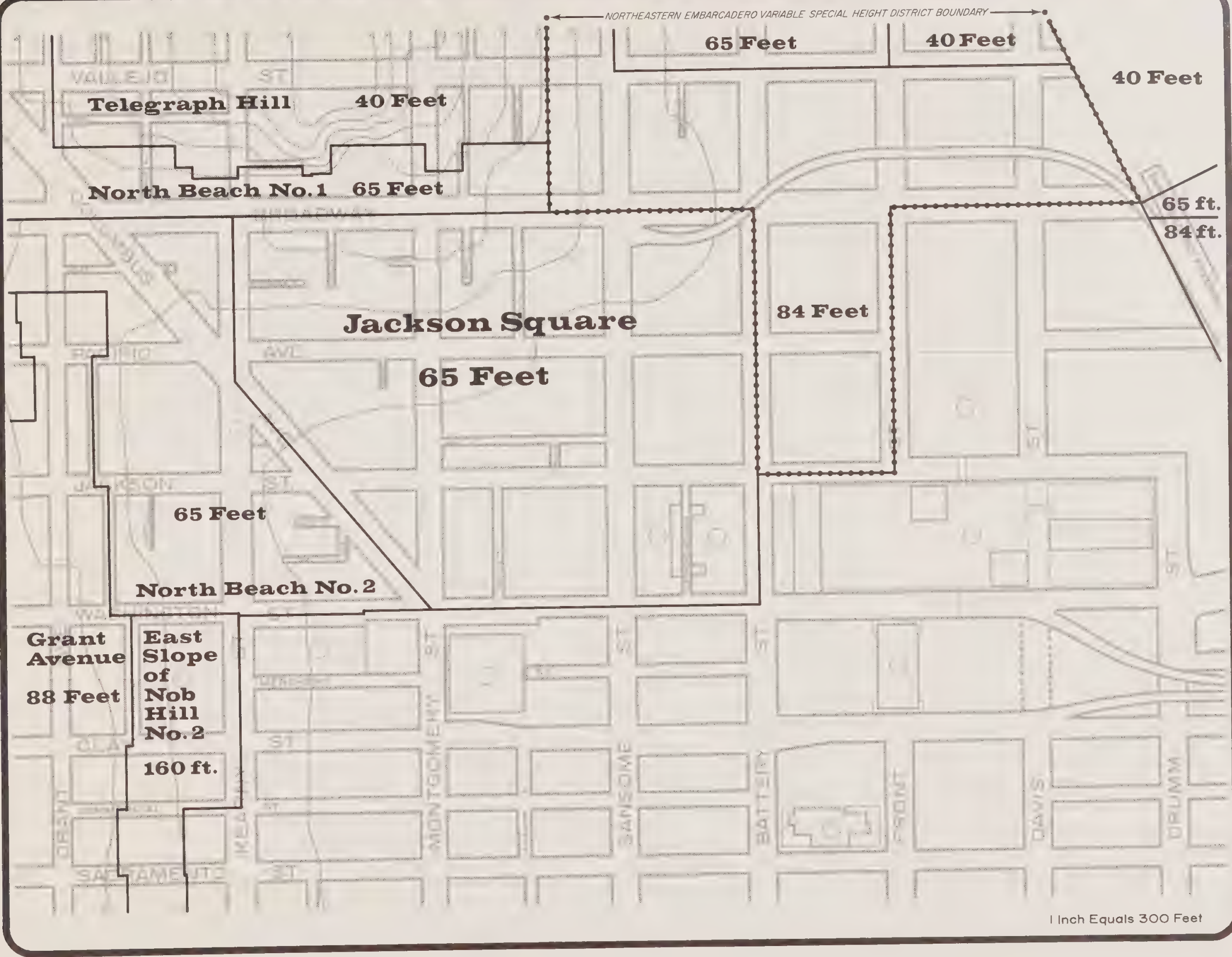
Existing Zoning & Special Use Districts



Note: Does not include the Garment Shop Special Use District



Existing Special Height Districts



Economic Development and Use Factors

Jackson Square remains a major center for decorators' establishments and high-quality home furnishings showrooms. Professional offices -- architects, planners, lawyers and others -- have been increasing in number; there is also evidence of increased retail uses. It is apparent that the area is becoming less solely dependent on decorators and furnishings and that a variety of successful uses can be anticipated, although the exact mix cannot be foreseen. With the great boom in downtown office construction in San Francisco, many smaller establishments catering to businessmen, office workers and tourists -- restaurants, bars, retail shops, personal service shops -- are being displaced. Since not many of these will be accommodated in new high-rise office buildings, it is fair to assume that Jackson Square will continue to absorb establishments which must relocate because of the new construction. In addition, professional offices and select businesses are likely to continue to desire the kind of small-scale, intimate milieu that Jackson Square provides.

With respect to new construction, ample opportunities exist even within Jackson Square itself. A number of sites for potential development have been identified and studied. This is potentially to the good, for the area has always thrived as a mixture of old and new, and the stimulus of tasteful and harmonious new construction can spur rehabilitation of older structures.

C. WHY PRESERVE JACKSON SQUARE?

Jackson Square is an ensemble of old and new exhibiting a quality of vigor and dynamism that makes comparisons to Williamsburg, Beacon Hill and even the French Quarter misleading. To say that Jackson Square is a significant enclave of early commercial buildings, providing an important sense of continuity with the past, is to tell only part of the story, for it is not a museum but a living entity.

The history of the area amply demonstrates its long-lived and renewed commercial vitality, which is the very hallmark of San Francisco -- past and present. But there is another side to the area's history, one which marks San Francisco's legendary appeal to pleasure-seekers as well as goldhunters. For if the buildings on Montgomery and Jackson Streets are the oldest, those on Pacific Avenue too embody a story, and represent institutions, equally old and unique in reputation.

From the 1850's on, the area to the south of Telegraph Hill, especially Broadway and Pacific Avenue, had an unsavory but international reputation for the harboring of lawbreakers. By the 1880's, when the phrase "Barbary Coast" arose, the foundations had been well set: for half a century lodging houses, saloons, dance halls, cheap shows and related establishments were to dominate the scene, largely populated by sailors, pimps and prostitutes. Almost wholly destroyed in the Earthquake and Fire of 1906, the buildings were rebuilt to substantially the same scale, appearance and uses as before.

The Barbary Coast enjoyed its peculiar reputation until the First World War; but police raids, Prohibition and finally the depression dealt it a series of crushing blows. The 1939 World's Fair brought a brief revival, when enterprising promoters took advantage of the tourist trade to re-open the old "deadfalls" with less dangerous, though perhaps more expensive, night-clubs and saloons, dubbed collectively the "International Settlement". But by the early 1950's the buildings on Pacific Avenue, like those on Jackson, Montgomery and elsewhere in the area, stood largely idle and vacant. During the revival started then by the decorators and wholesale furnishers, the Barbary Coast has benefited equally with its older and more sober neighbors to the south. There has

been a coalescence of two sub-areas different in origin and development but substantially united in scale, basic character and present use.

Architecturally, there are common features tying the area together and providing visual distinction and pleasure; but Jackson Square is not one of those areas where one or several building designs are repeated along an entire row. Rather, each building elevation uses certain common elements, but in varying patterns and emphases; these basic architectural characteristics are summarized in Section D of this report.

The overall result is an intimacy of scale, a fineness of vertical proportion and especially in fenestration, a feeling for materials, and a use of decorative features which gives to many of the buildings a true architectural distinction; and numerous other structures possess the basic characteristics sufficiently to be in harmony with their more distinguished neighbors.

The earlier buildings are generally smaller than the later. Many buildings of architectural merit have been remodeled, and sometimes owe their distinction to this very fact. However, the later buildings do not usually attain the architectural quality of the older ones; erected for different uses and occupancies, often industrial, they tend to be larger, less ornamented, less oriented to the pedestrian, and sometimes of concrete rather than brick. But many do have fine brickwork, arches and proportions; and generally they conform to the older structures in construction type, architectural style, and scale.

There can be no question that Jackson Square is unique and irreplaceable. The latter is self-evident; as for uniqueness, it provides the city's only surviving early commercial buildings, and compared with similar commercial districts elsewhere it stands out in the ornateness and refinement of its structures. Moreover, its location fosters Jackson Square's distinct quality. Lying as it does within the shadow of the intense downtown office core, its scale and character provide a desirable and welcome contrast, as well as a buffer or transition zone between downtown and Telegraph Hill. Its interaction with that core is of enormous significance; and among the varied colorful districts near the financial district such as Chinatown, North Beach and Nob Hill, it is distinctive in its age, its charm and its almost exclusively commercial nature. It is a point worth repeating that people come to San Francisco, invest here and remain here because the city offers not only high-rise citadels of commerce, but also nearby oases of graceful urbanity where the pace slows perceptibly.

Visually, the district is perceived as a unit and is clearly identifiable as such to the visitor. If the basic building scale and common architectural features are the primary reasons for this, there are also other important factors: narrow streets, street trees, alleys free of intensive vehicular use, immediacy of pedestrian interest and intimacy of view. Equally significant in this perceived unity is the contrast between the district and surrounding areas -- the Financial District, Chinatown, Broadway-North Beach, Telegraph Hill, and the Golden Gateway.

Nor is the unity of Jackson Square purely visual. If the early commercial district and the Barbary Coast formerly embodied different uses and ideals, their functions have now converged and coalesced. Commercial development and common uses, as well as exterior building treatment, have recognized the culmination of this trend. Jackson Square has truly become an entity and an "idea" through imaginative remodeling and use. Private renewal and rebuilding have fused history with modern function and created a unique blending of old and new. The unity of the district is a reality which the passing years have re-created rather than weakened.

This old-new blending is not fixed and static; the area's dynamism has been exhibited through several eras over its hundred and twenty year history. The evidence of these successive eras remains, although obviously some buildings and sites have changed more than others. The attempt to preserve historic districts in this country, and elsewhere, has often been associated with the concept of historical "purity". This has sometimes led to demolition of all buildings after a certain date, or restoration to a certain point in time. In Philadelphia for example, probably the first skyscraper in America -- the Jayne Building -- was demolished along with other significant buildings in the name of purity, producing a "historical scene" that never was.

The outstanding example of this approach is Colonial Williamsburg, with its government buildings, stately residences and artisans' shops, elaborately and minutely restored at enormous expense. Williamsburg is precisely the kind of district that Jackson Square is not and should not be. Change is especially intrinsic and essential to commerce, and Jackson Square is a viable commercial area, not an artificially sustained replica of the past; its adaptability to new uses can allow continuing changes while preserving historical values.

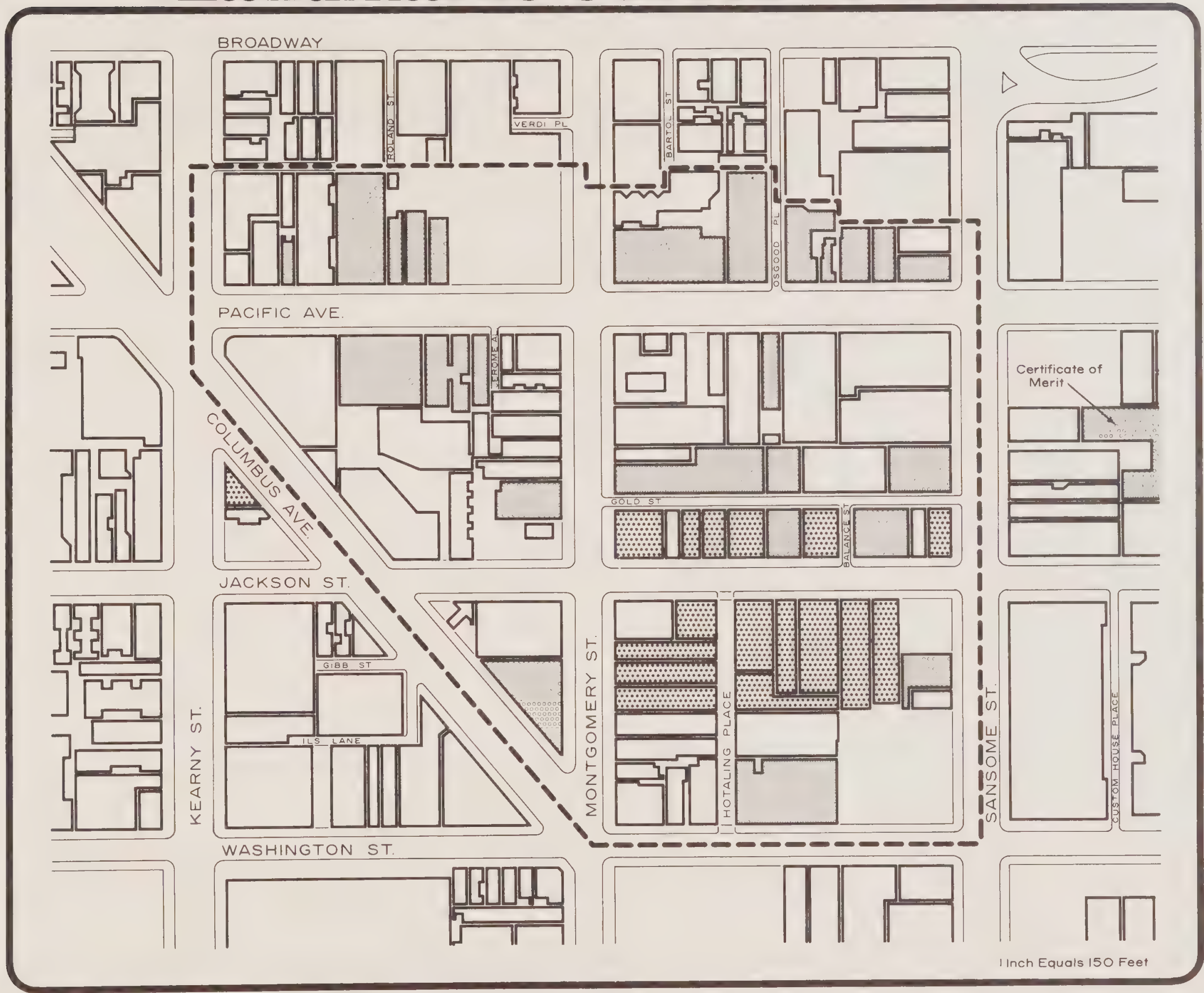
Preservation and enhancement of Jackson Square's tangible qualities, and through them the intangible ones, has numerous benefits for San Francisco and its residents, benefits of an economic, cultural and aesthetic nature. Economically, the area supports specialized and valuable kinds of commercial ventures, whose importance to the city cannot be measured simply by the amount of floor space occupied. The interior decoration and home furnishings industry, the various professional services, and the consumer-oriented retail and entertainment uses would be economic assets in any location; but situated as they are in close proximity to the office and financial district, they must be viewed as supportive of the entire complex that makes San Francisco a major administrative capital.

Of even greater import is the significance of Jackson Square as one of the special areas that make San Francisco, particularly its older core, such an attraction for visitors and conventions. While it may be true that relatively few tourists come to San Francisco solely to see Jackson Square, the area is indisputably part of the fabric of the historical city that forms so much of the tourist image. Here, the tourist feels instinctively that he is in one of the few places left in the heart of a major city where the passer-by can forget the hurry and hustle, the traffic and congestion, of the central business district. The city's promotion agencies, notably the Visitors and Convention Bureau and the Chamber of Commerce, are well aware of the benefits of Jackson Square's existence. Through national advertisements, organized tours, and convention publicity they have repeatedly extolled its interest and value.

In the cultural and aesthetic realm, Jackson Square contributes immeasurably to the spiritual wealth of San Francisco. The associations with historical persons and enterprises, the potential for educational purposes and field trips, the architectural and visual appeal, are intangible and priceless. And in terms of urban design, the nature of the area as a buffer and "valley" between the financial district and residential Telegraph Hill, and the value to the city of having coherent and varied functional districts like Jackson Square, are equally important. Finally, the elusive quality of "urbanity" deserves considerable weight in reinforcing the case for preservation.

A beginning has been made towards public recognition and protection of Jackson Square through the designation and

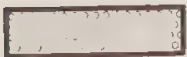
Landmarks·Current Status



1 Inch Equals 150 Feet



Designated Landmark



Considered for Designation



consideration of a number of buildings as landmarks under the City Planning Code. To date, sixteen structures have been so designated. These landmarks form the nucleus for a historic district, but beyond these individual actions a broader approach is necessary to provide fuller protection. For it is clear that Jackson Square is more than simply a collection of individual structures; each building relates to its neighbors, and all relate to the street scene and the overall character of the district. In this intricate fabric, there should be a measure of control on all buildings and sites within the district, to insure that remodeling and development, when it takes place, will be in harmony with what exists.



D. ARCHITECTURAL FEATURES

The characteristic features of Jackson Square buildings may be generally summarized as follows:

OVERALL FORM AND CONTINUITY

Building height is generally well-related to street width.

Buildings are typically two or three stories high at the street. Most are under 40 feet, with some as low as 20 feet.

Facades are continuous at the property line.

SCALE AND PROPORTION

Ground floors are high, about 20 feet from street level, often with cornice separating them from upper floors, providing continuity along the street frontage.

There is a regularity of overall form and proportion. On the ground floor this typically takes the form of bays closely spaced, 10 to 12 feet apart on center, with deep-set openings and inset entrances.

Ground floor treatment is definitely open in nature, with openings separated by narrow stripings or pillars of brick or cast iron. The open emphasis orients the ground floors toward the pedestrian, with attractive show windows.

FENESTRATION

Glazing is deeply recessed, producing a strong interplay between light and shade. Protruding window frames are common.

Windows are narrow and vertical in emphasis, rhythmically spaced, and match the bay spacing below and the shape and proportion of windows in nearby buildings. Door openings are frequently narrow and high.

At the upper floors, the proportion of windows to solid wall is typically less than 50 percent.

MATERIALS

Standard brick masonry is predominant, at times exposed and at times painted, with thick bearing walls. Some buildings are stuccoed over the brick and some are concrete.

The sides of buildings are frequently of brick and form a significant part of the view from the street where they are higher than adjacent buildings.

Cast iron is often used in details and decorative features, notably in pilasters. Iron shutters are also found.

COLOR

Red brick is typical. Earth tones predominate, with painted brick, where it occurs, typically in muted but not timid tones. Reds, browns, yellows, greens, grays and blues are found.

TEXTURE

Typical facing materials give a rough, textured appearance.

Overall texture of the facades is fine grained.

DETAIL

Arches are common at ground floor, and frequently upper floors.

Upper terminal cornices as well as lower cornices are typical, often heavy and projecting.

Classical features predominate, including pediments, columns or pilasters, and parapets.

Frequent exposed anchor plates are visible, holding in place the tie rods used to prevent the bearing walls from bulging.

DECORATIVE FEATURES

Characteristic signs and awnings are modest in size, restrained in design, do not obscure building features, and are integrated into the facade. Sign lettering is generally tasteful.

There are many attractive and appropriate light fixtures.

Well designed planter boxes provide welcome touches of greenery.

E. FEASIBILITY OF PRESERVATION

Foregoing sections of this report have pointed out the compelling reasons to preserve the idea and the reality of Jackson Square: the history and basic nature of the area; the architectural character of its buildings; its uniqueness and location; its visual as well as functional unity; the area's dynamism over the years, while preserving essential continuity; the economic, cultural and aesthetic benefits Jackson Square holds for the city and its residents; and the existence of a number of designated landmarks as a nucleus for a historic district.

The report has thus shown that Jackson Square's past has been stimulating and memorable, and its present is dynamic and beneficial. As for the future of the area the outlook is bright, for preservation of its essential character is not only desirable but feasible. Jackson Square has a continuing potential for adaptation to new and changing activities appropriate to its location. Most of the buildings lend themselves to conversion, restoration or reconstruction. Despite years of industrial-type occupancies, the existing revival has conclusively demonstrated that the area as a whole is suitable for small-scale, pedestrian-oriented uses, whether they be retail or wholesale, business or entertainment. The intimacy of scale and atmosphere almost assures a success that even the best-designed new commercial complex would find hard to rival.

In evaluating the area's future prospects, it is impossible to over-estimate the role of location. The prestige value of being close to the downtown office core and yet in an area of very special character has great appeal to professionals, selective retail businesses, food, drink and entertainment houses, and others. The revival that started in the early 1950's, bringing Jackson Square its present commercial success as the center of interior decoration and fine household furnishings wholesalers, was based on its convenient location as much as on the appeal of its old buildings. The high concentration of businesses and consumers nearby provides a natural market for high-calibre services; and the amenity value to a corporation of nearby areas like Jackson Square may well help influence its locational decisions

The successful continued use and re-use of the area does not require massive changes; incremental modifications rather than large-scale redevelopment will suffice to maintain its economic vitality. In this connection, the precedent of private investment and renewal is highly instructive and significant. This process of self-renewal continues today unabated and is to be encouraged, provided always that it respects and enhances the character of the district.

It should be noted that City policy firmly opposes as both unessential and undesirable, northward expansion of the intensive downtown office district into the Jackson Square area. As expressed in the thorough and authoritative Downtown Zoning Study and the zoning amendments based thereon, the City's policy is to expand the central business district to the south. Certainly there is ample room for growth in that direction using Market Street as the transit-oriented spine of development.

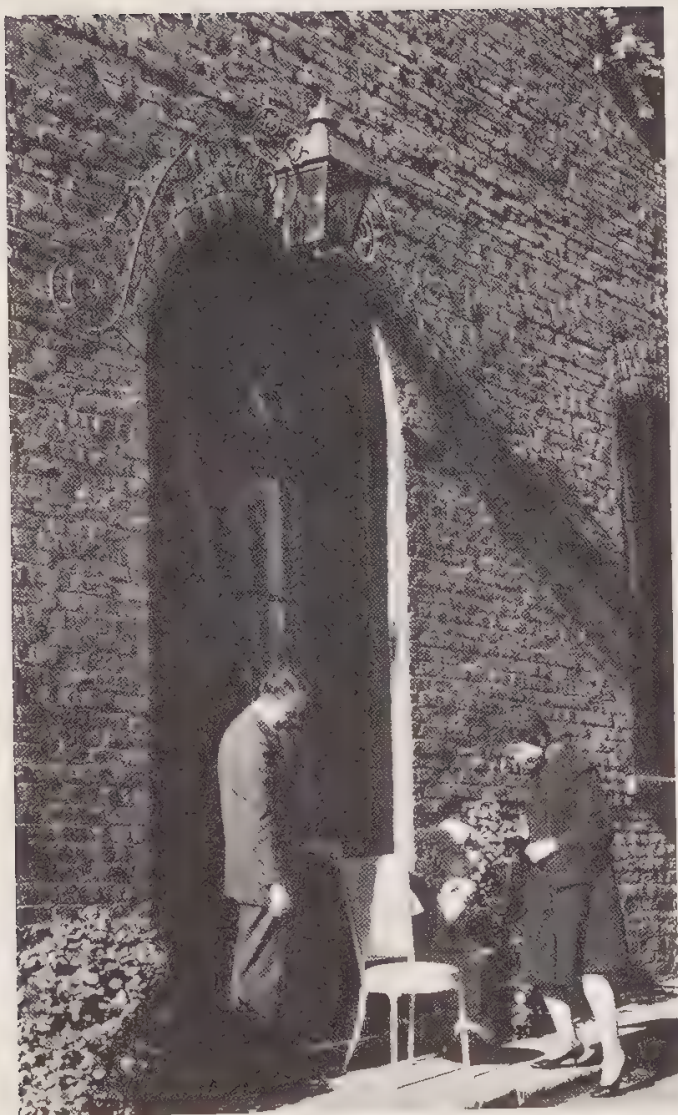
F. BOUNDARIES OF THE PROPOSED HISTORIC DISTRICT

In selecting the boundaries of a historic district such as Jackson Square, several basic concepts should be kept in mind: The district must be of sufficient size to maintain itself as a viable commercial entity. If too small, e.g. a single street length, it will risk becoming simply a museum piece, and may well be engulfed by conflicting development on all sides; on the other hand, it should not be so overly spread out as to diminish its impact. The district must possess a fundamental unity and coherence in its potential development as well as its existing condition. It must be a distinct entity and clearly distinguishable from surrounding areas, though related to them. It should recognize the importance of integral street scenes by including both sides of the street where possible. It is undesirable for a district to be traversed by major through traffic streets; and it should be treated as a pedestrian precinct insofar as possible.

The proposed Jackson Square Historic District is bounded on the east by Sansome Street; on the south by Washington Street; on the west by Columbus Avenue from Washington to Kearny, and then by Kearny Street; and on the north by an irregular line approximately midway between Pacific Avenue and Broadway. These boundaries include the major grouping of historically significant buildings and those of distinct architectural merit; they also include many buildings of lesser individual significance, but which are eminently compatible with the scale and character of the district.

A historic district so bounded is entirely in keeping with the concepts first mentioned. It is substantial in size but yet compact, comprising about four city blocks in total. It possesses the visual and functional unity already described, and promises to retain its unity and coherence because of the sensible boundary lines selected: Sansome Street being a major traffic carrier, Washington Street soon to increase in traffic capacity, Columbus Avenue acting as a major transverse artery, and the buildings fronting on Broadway constituting another and different environment. As pointed out above, Jackson Square, particularly within the chosen boundaries, is a distinct entity, and clearly separate from Chinatown, the transitional Portsmouth Corridor,

Broadway-North Beach and the Golden Gateway. The district as proposed does include both sides of the key streets within its boundaries: Pacific Avenue, Jackson Street and Montgomery Street. It is not traversed by major arteries, and these three streets do function essentially as pedestrian precincts.



G. OBJECTIVES FOR THE AREA

The primary concern of the recommendations which follow is to maintain the scale and basic character of Jackson Square. Within the context of this over-riding goal, several objectives may be articulated; these emerge naturally from the study that gave rise to this report.

The historic district should function so as to:

1. Exist as a living, changing commercial area, not a static or "pure" museum.
2. Protect and preserve the basic characteristics and salient architectural details of meritorious and compatible buildings.
3. Afford the widest possible scope for continuing vitality through private renewal and architectural creativity, within appropriate controls and standards.
4. Encourage the development of vacant and incompatible properties in accordance with the character of the area.
5. Maintain an exciting mixture of uses and activities as presently found in the area.
6. Provide for maximum use by and convenience to pedestrians.

H. IMPLEMENTATION

The creation of a Jackson Square Historic District is the keystone of an implementation program designed to preserve and enhance this charming and vital area of San Francisco. This purpose will be achieved only if owners and tenants are encouraged to rehabilitate and maintain their properties, and if suitable uses are attracted to and kept in the area. Thus the implementation program is positive in nature, not merely restrictive. The program contains two basic aspects -- regulations applicable to private property, and concerns relative to public property and public actions.

In proposing the creation of a historic district, this report deals primarily with the first aspect: immediate action to establish such a district would indeed be a positive step, for it would give owners and tenants the assurance that the amenities which brought them to Jackson Square in the first place would be preserved and enhanced, not destroyed by incongruous remodeling and construction on neighboring properties. The second aspect, relating to public concerns, is more long-range in scope but it is equally important.

1. Private Property:

Article 10 of the City Planning Code, "Preservation of Historical, Architectural and Aesthetic Landmarks", provides for the designation of individual landmarks and also historic districts. Final designation is made by ordinance of the Board of Supervisors, after recommendation by the Landmarks Preservation Advisory Board and the City Planning Commission. In the case of a historic district, once designated, all permit applications for construction, exterior alteration or demolition within the district are subject to review by the Planning Commission, after recommendation by the Landmarks Board, for conformity to the criteria and standards of both Article 10 and the designating ordinance.

Permit applications for new construction or for exterior alterations may be disapproved if they do not conform to the

pertinent standards. Demolition permits, however, can not be disapproved, but at most suspended for up to six months by the Planning Commission with a maximum additional suspension of six months possible only upon specific approval by the Board of Supervisors; after this total elapsed period of up to one year the demolition permit must be approved if efforts to preserve the structure have been unsuccessful.

In reviewing permit applications within the Jackson Square Historic District, the Landmarks Board and the Planning Commission would consider them in the light of the general standards of Article 10 which apply to any landmark or historic district (see Appendix B). Beyond that, however, Article 10 states that the designating ordinance for a specific historic district may impose "such further controls and standards as the Board of Supervisors deem necessary or desirable, including but not limited to facade, setback and height controls".

The review process for proposed changes within the Jackson Square Historic District would consist of applying the standards just mentioned, in such a manner as to preserve or enhance the general characteristics and particular features of Jackson Square as described previously in this report.

The proposed standards for Jackson Square would supplement those of Article 10 in two respects. First, these standards would require that any proposed alterations or new construction utilize, or be in general character with, the particular architectural features as set forth in Section D of this report and as shown on the elevations and photographs. This does not mean that the elements of form, materials, color, texture or detail found in Section D must in each case be duplicated or simulated. The "particular features" would be used as guidelines or points of reference, not as rigid requirements. The intent here is to achieve freedom to design and to change, within the limitations imposed by the guidelines. Broad choices would frequently be open to the individual building owner (or tenant) and his architect. In some cases, precise historical restoration might be desired by the owner while in others, a complete face-lifting would be entirely appropriate.

Second, the proposed Jackson Square standards would contain several guidelines going beyond the "particular features" as they presently exist, in order to relate future development to the objectives for the area and to

overall design considerations. These would include the following statements:

Within the established 65-foot height limit, greater height is more appropriate on corner sites, in order to maximize sun and light in the area, and to define the corners and provide suitable entrances to block fronts.

Setbacks, arcades and plazas are generally inappropriate in Jackson Square. On the other hand, interior courts and pedestrian areas not breaking the facade line continuity offer great potential.

Contemporary materials may be compatible with the area, but not when shiny or smooth in nature. If used, they should generally be subordinate in extent, and should harmonize with standard brick in color, texture and proportion.

Stucco and concrete treatments can be acceptable, but are generally less desirable than brick.

The review context proposed here would apply to all buildings and sites within the district, whether individually designated landmarks or not, and whether evaluated in this report as Compatible, Potentially Compatible, or Incompatible. This is not only a requirement of Article 10, but of the very concept of a historic district -- it is of course the district in its entirety which must be protected and enhanced. It should be noted that the review process operates only when a voluntary decision is made to alter or build -- the ordinance could not compel alterations or construction.

In the case of signs, awnings, light standards and other decorative and informative elements appended to buildings, it is proposed that a joint committee be formed, consisting of public officials and representatives of property owners and tenants in Jackson Square, to formulate and recommend detailed standards. These should include size and projection limits, and criteria regarding color, materials and lettering style. In this particularly delicate area, a cooperative effort of this kind is desirable and sensible. The final recommendations would be presented to the Landmarks Board and the Planning Commission and could then serve as guidelines for review of applications, or alternatively be sent on to the Board of Supervisors for legislative action.

At the present time, nevertheless, in order to prevent the more obvious visual injuries to Jackson Square, it is recommended that the City Planning Code be amended to prohibit all billboards and internally illuminated signs within and directly facing the historic district, and all signs above the ground floor; and to limit severely the amount of projection permitted.

The existing zoning regulations pertaining to height limitation, permitted uses and off-street parking requirements have previously been described under Section B,2 ("Existing Conditions"). These provisions are deemed appropriate to the objectives of this report and should be retained in their present form.

2. Public Property and Actions:

A joint public-private committee, as described above, should also formulate design criteria and standards for special street features, including street lights, trees, street signs, street furniture such as benches and display posts, and pavement treatment for sidewalks and streets.

The alleys in Jackson Square, particularly Hotaling Place, Gold Street and Osgood Place, are valuable assets and should be retained and enhanced for pedestrian use, with vehicles either prohibited entirely or severely restricted in use. Special street features to enhance the alleys should be considered by the joint committee, e.g. special lights and paving, directional signs, benches and display cases. The alleys have great character and could be made even more appealing and useful; with the automobile absent they afford a unique atmosphere and opportunity for urban delight.

What has been said about the public alleys applies with equal force to interior courts, culs-de-sac and private alleys. Potentially, these private spaces could contribute enormously to the charm and appeal of Jackson Square.

With respect to traffic and street improvements, it is recommended that no major changes be made without the most careful consideration by all public bodies involved of the potential effects of such changes upon the character of the historic district. Sidewalk narrowings should be discouraged, because of the need for adequate sidewalks in a pedestrian-

oriented district, because widened street pavements to accommodate more lanes of traffic would be undesirable and harmful to the district, and to allow adequate room for trees. On-street parking should be retained rather than eliminated, again because additional traffic would be destructive to the fabric of the district; and if more capacity is demonstrably needed in the general area, it should be routed around and not through Jackson Square. Another strong reason for the retention of on-street parking is the vital function it fulfills in serving businesses' needs for short-term parking -- pick-ups and deliveries and brief business visits -- all of which are essential given the activities predominant, and likely to predominate, in Jackson Square.

The need for public parking in the vicinity of Jackson Square is unquestionable, but a parking garage within the area itself would not be in harmony with its scale and character. In development of some sites within the area, a limited amount of parking might be provided as part of a multi-use building. Significant amounts of parking to supplement the existing Golden Gateway and Portsmouth Square garages should be located only outside the boundaries of Jackson Square proper, to the north in the blocks between Pacific Avenue and Broadway, and to the south in the Portsmouth Corridor between Washington and Clay Streets.

I. CONCLUSION

The fragile piece of urbanity that is Jackson Square should be preserved as an attractive, lively market place which will continue to prosper in the figurative and sometimes literal shadow of its gigantic neighbors of the contemporary business world. From the point of view of historical continuity, and in the long-range interests of San Francisco, its economy and its residents, this is the only course that can be recommended -- destruction should be unthinkable. This conclusion is not unrealistic, but it does require a cooperative and understanding spirit among all involved in the preservation of Jackson Square.

The fundamental and immediate recommendation of this report is that legislation be approved by the Landmarks Preservation Advisory Board and the City Planning Commission, and enacted by the Board of Supervisors, to establish Jackson Square as San Francisco's first historic district. The people of San Francisco, and all who love the city, deserve no less.

FACADE ELEVATIONS AND DESCRIPTIONS

Montgomery St

Sansome St.



470-498 (see also 902 Montgomery St.)

Built 1907, easterly portion added c 1910, frontage: 137.5 ft., height: 30 ft

Brick building, upper floor painted. Portions of ground floor stuccoed. Projecting awnings add to ground floor disorganization of easterly portion

Potentially compatible

450

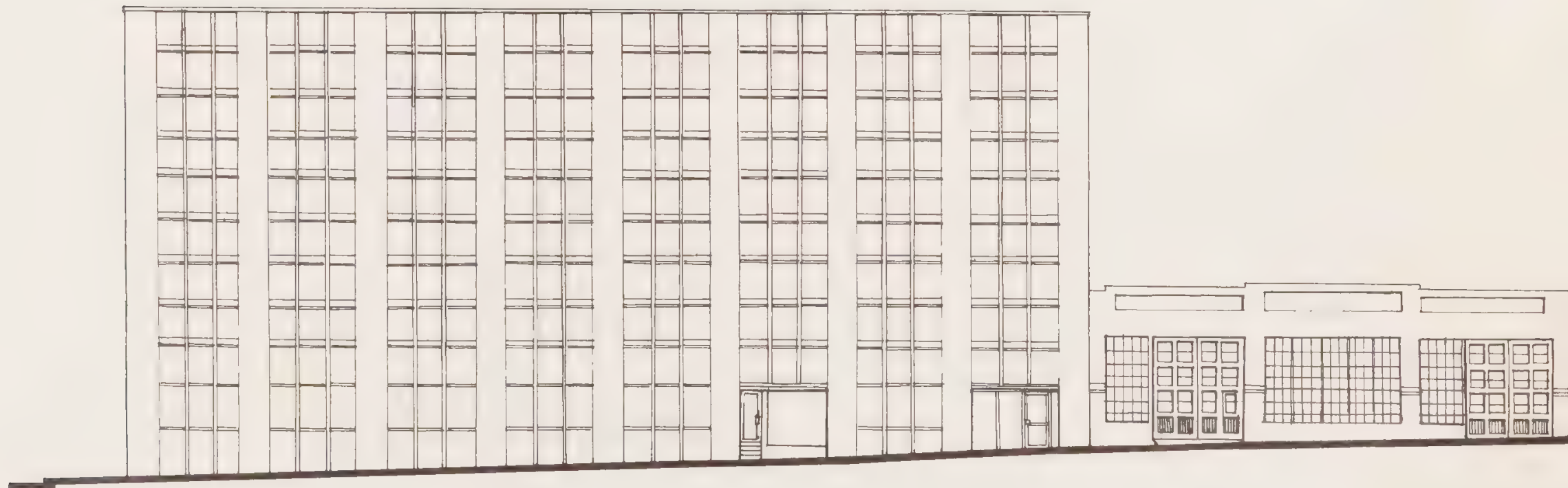
Built c 1905, frontage: 52 ft., height: 50 ft

Exposed brick building, except for stuccoed brick ground floor. Window and door openings on ground floor out of scale with building. Interesting window treatment on alley

Potentially compatible

Osgood Place

PACIFIC



401-433

Built 1927, major alteration 1959, frontage: 137.5 ft., height: 71 ft.

Contemporary curtain wall.

Incompatible.

435

Built 1916, frontage: 68.75 ft., height: 18 ft.

High single-story stucco over brick building. Vehicular entrance doors and loading platform.


Potentially compatible

					
440	438	426-430	408	400 (see also 801 Sansome St.)	Sansome St.
Built 1911, frontage: 40 ft., height: 32 ft	Built c. 1910, frontage: 24 ft., height: 30 ft.	Built c. 1906 (post-fire), frontage: 41 ft., height: 30 ft	Built 1910, frontage: 30 ft., height: 30 ft	Built 1906 (post-fire), frontage: 67 ft. 6 in., height: 32 ft.	
Exposed brick building, steel balconies, Romanesque-arched entrance, square arches over windows, heavy metal cornice, accentuated quoins. Facade reflects raised ground floor. Alley facade in character with front elevation	Unusual yellow brick, stucco and terra cotta building of eclectic design	Stucco over brick facade. Two well-detailed arches with recessed entrances. Upper cornice emphasized. Prominent keystones above rectangular second story windows.	Stucco over brick facade. Ground floor facade treatment out of scale with building	Exposed brick building, all detailing in brick. Dark metal cornice above first floor	
Compatible	Potentially compatible.	Compatible	Potentially compatible.	Compatible	

North side between Sansome and Montgomery

AVENUE

South side between Sansome and Montgomery

						
449-451	457	461-463	Parking Lot	481 (481 Pacific and 850 Montgomery form a single remodeled unit.)	485	Side of 850 Montgomery St. (481 Pacific and 850 Montgomery form a single remodeled unit.)
Built 1908, frontage: 25 ft. height: 37 ft.	Built 1911, frontage: 43.75 ft., height: 16 ft.	Built 1911, frontage: 49.75 ft., height: 16 ft.		Built c. 1910, remodeled 1970, frontage: 22.9 ft height: 40 ft.	Built 1906, frontage: 33.75 ft., height: 26 ft.	Built 1970, frontage: 35 ft., height: 25 ft.
Classical stone facade. Baroque rounded roof termination with shield at the center. Dentillated cornice surmounts three upper floor windows separated by Doric columns. Rounded arch in center of ground floor (old fire engine entrance).	Glazed brick double arched garage-type building.	Heavily stuccoed building. Stucco has eliminated all facade detail. Side facade, with anchor plates, visible from street.		L-shaped building of reinforced concrete, flush windows asymmetrically placed. Ground floor has three flattened brick arches with brick sills between brick pilasters. Entrance at westerly end, under upper story windows.	Exposed brick building. Metal quadripartite cornice over heavy engaged pilasters. Deeply recessed entrance doors and windows.	Facade of brick and stucco with repetitive arched windows trimmed with terra cotta.
Compatible.	Potentially compatible.	Potentially compatible.		Compatible	Compatible.	Compatible.

Kearny St



592 (see also 1006 Kearny)

Built 1911, frontage: 34.4 ft., height: 28 ft.

Stucco over brick building. Modernized with aluminum windows and awnings. Brick foundation and recessed windows are in keeping with the area.

Potentially compatible.

584-590

Built 1907, frontage 34.4 ft., height: 14 ft

One-story building modernized using several materials including concrete block.

Potentially compatible

580

Built 1907, frontage 20 ft., height 14 ft.

Exposed rubble brick building with well-proportioned arches for entrance and windows

Compatible

570-574

Built 1907, frontage 47 ft., height: 40 ft

Tan brick building of classical design with pilasters, elaborate capitals and heavy decorative cornice. Windows are set in vertical recessed panels. Cornice over ground floor matches roof cornice. Recessed ground floor and window boxes add to interest of building

Compatible

560-564

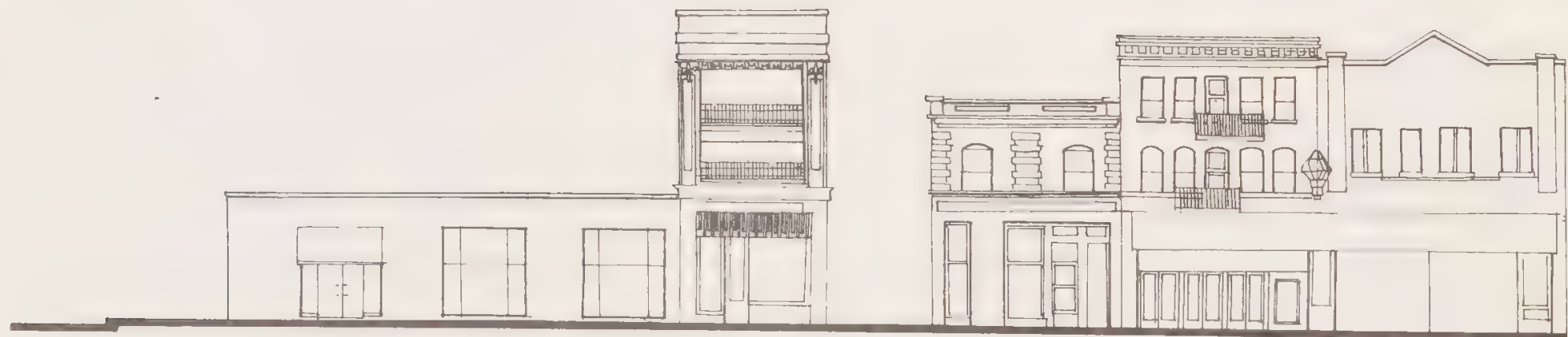
Built 1910, remodeled and second floor added 1966, frontage: 46.6 ft., height: 30 ft

Contemporary use of brick, wood, self-rusting steel; signs and architectural details complement character of area. Recessed entrances

Compatible

PACIFIC

Montgomery St.



501 (see also 800 block Montgomery St, w side)

Built 1912, major alteration 1957, frontage 57.33 ft., height: 16 ft

Stucco over brick building. Contemporary design and detailing.

Potentially compatible

515-517

Built c. 1913, frontage: 17.67 ft., height: 37 ft.

Stuccoed concrete building with classical details. Metal grilles, balconies are larger than usual. West wall visible from street

Compatible

Jerome Alley

523-525

Built c. 1910, frontage 24 ft., height: 25 ft

Painted brick, classical cornices above first and second floors. Second story quoins and projected brick center emphasized. East wall visible from street

Compatible

529-535

Built c. 1907, frontage 58.5 ft., height: 36-40 ft

Two older stucco over brick buildings now merged, with recessed ground floor. Easterly three-story portion has heavy straight cornice. Westerly two-story stuccoed portion characterized by irregular peaked false parapet with fresco on face

Compatible



544-550	538-540	534-536	Parking Lot
Built 1906 (post-fire), frontage: 20.8 ft., height: 40 ft.	Built c. 1907, frontage: 29 ft., height: 16 ft.	Built c. 1906, frontage: 25 ft., height: 26 ft.	
Exposed brick building with round arched windows in recessed panels at upper floors. Brick pilasters emphasized.	Stucco facade with some relief above second story windows.	Scored stucco over brick on street facade. East facade, facing parking lot, is exposed brick with fenestration at second floor.	
Compatible.	Potentially compatible.	Potentially compatible.	

North side between Montgomery and Kearny

AVENUE

South side between Montgomery and Kearny



551-559	565 (see also 170 Columbus Ave.)
Built c. 1907, frontage: 105 ft., height: 27 ft.	Built 1938, frontage: 137.5 ft., height: 14 ft.
Painted brick building. Main entrance faced with cast iron, deeply recessed with baroque soffit and classical nude relief sculpture. Paired windows on second floor. Decorative horizontal brick coursing above ground floor and second floor. Individualized reconstructions of ground floor not coordinated.	One-story metal structure, enamelled in part. Open interior construction.
Compatible	Incompatible

Montgomery St.

Kearny St



Montgomery St.

498 (see also 804 Montgomery St.)

Designated Landmark, also State Registered Historical Landmark. Built 1853-54, third story removed after 1906 Fire, frontage: 60 ft., height: 34 ft

Exposed brick. Deep brick cornice or belt course between upper and lower floors carries out stonework on main Montgomery Street facade. Alternating blind arches and arched windows separated by brick pilasters. Recessed corner entrance. High basement reflected on ground floor facade. Rear of building is on Gold Street

Compatible

478

Built c. 1910, frontage: 21.7 ft., height: 34 ft

Painted scored concrete. Wood-framed windows. Horizontal cornices emphasized. Remodeled ground floor. Rear of building is on Gold Street

Compatible

472

Designated Landmark
Built c. 1851, frontage: 27 ft., height: 20 ft

Exposed brick building with square arches over deeply recessed door and windows. Partially closed original cast iron shutters protect casement windows on second floor. Exposed anchor plates. Wide stone sill at ground level. Rear of building is on Gold Street

Compatible

470

Designated Landmark
Built 1852, frontage: 28 ft., height: 40 ft

Exposed brick building. Recessed ground floor doors and windows with formal heavy wood trim. Rear of building is on Gold Street

Compatible

458 - 460

Designated Landmark. Built early 1850's, frontage: 47.7 ft., height: 18 ft

Painted brick building. Asymmetrical door and window openings. Strong horizontal lines. Rear of building is on Gold Street

Compatible

JACKSON



550 (See also 100-120 Columbus Avenue)

Built 1907, frontage: 69 ft., height: 44 ft

Brick building of various colors. Prominent projecting cornices above ground floor and at roof. Windows in recessed panels set off by shallow brick pilasters. East and north facades visible from street and cul-de-sac

Compatible

526-532

Built 1907, frontage: 46 ft., height: 46 ft

Plain exposed brick building. Arched brick windows with prominent keystone on front and west sides of building. East wall adjacent to parking lot is blind

Potentially compatible.

500 (See also 800 Block of Montgomery St. W. side)

Built 1948, frontage: 107.5 ft., height: 10 ft

Parking lot and gas station.

Incompatible.

↑
528

Built c. 1912, no street frontage.

One-story brick building in center of block fronting on private cul-de-sac

Potentially compatible.

Columbus Ave

Montgomery St



440 - 444	432	Balance St.	414	408	400 (see also 701 Sansome)
Built 1891, second floor removed 1907, major facade remodeling 1955, frontage 44 ft., height: 19 ft.	Designated Landmark. Built 1906 (post-fire), using 1855 foundations, frontage: 45.8 ft., height: 30 ft.		Built 1905, frontage: 70 ft., height: 54 ft.	Built 1953, frontage: 20ft., height 20 ft.	Designated Landmark. Built 1859, partially rebuilt 1906, frontage 30ft., height: 40ft
Plain stucco over brick facade, with large wood-frame windows. Rear of building is on Gold Street.	Exposed brick building with pronounced and intricate brick detailing of well-proportioned recessed arched windows and doors. Rich detailing of corner pilasters and cornices. Fully visible east wall in keeping with front. Rear of building is on Gold Street		Variegated orange brick building with extensive brick detailing on upper floors. Combination of cast iron, concrete, brick and wood facing at ground floor. Fully visible west wall and rear wall in common brick. Rear of building is on Gold Street.	Contemporary glass facade, deeply recessed, with wood and stucco trim. Metal balcony across second floor. Rear of building is on Gold Street.	Yellow brick building. First floor round arches heavily emphasized with stone work. Fan light transoms. Brick arches over upper story windows slightly projecting. Rear of building is on Gold Street
Compatible.	Compatible.		Compatible.	Compatible	Compatible

North side between Sansome and Montgomery

STREET

North side between Montgomery and Columbus

Sansome St.



Parking Lot

407

Designated Landmark. Built 1860, frontage: 28 ft., height: 40 ft

Painted brick and concrete building. Cast iron pilasters at ground floor with Corinthian capitals. Exposed anchor bolts.

Compatible.

415-431

Designated Landmark. Built 1853, frontage: 47 ft., height: 29 ft.

Stucco over brick building. Cast iron pilasters at ground floor. Triangular pediments over central second floor windows

Compatible.

441

Designated Landmark. Built 1861, frontage: 51 ft., height 29 ft.

Painted brick building with decorative cast iron facade at ground level. Cadaceus over pilasters reflects medical associations of building. Ground level windows and doors recessed, with original iron shutters. Projecting straight pediments over second-story windows. Brick detailed cornice.

Compatible.

445

Designated Landmark. Built c. 1860, frontage: 20 ft., height: 32 ft.

Stuccoed brick building. Classical facade reminiscent of Baroque period. Decorative cast iron pilasters and original iron shutters at ground floor. Projecting arched and triangular pediments over second story windows. Cornices supported on decorative brackets.

Compatible.

451 (See also Hotaling Place, east side)

Designated Landmark. Built 1866, frontage: 50 ft., height: 40 ft.

Scored stuccoed facade, classical design reminiscent of Baroque period. Cast iron pilasters and original iron shutters on ground floor. Accentuated quoins. Alternating triangular and arched projecting pediments over second and third floor windows which have iron shutters Exposed anchor bolts. Projecting cornice supported on decorative brackets.

Compatible.

JACKSON



Hotaling Place

463-473 (See also Hotaling Place, west side)

Designated Landmark. Built c. 1860, frontage: 52 ft, height: 45 ft.

Stuccoed facade, cast iron pilasters at ground floor. Arched projecting pediments over second floor windows, triangular over third floor. Projecting cornice supported on decorative brackets extends length of building on Hotaling Place.

Compatible.

497-499 (See also 736-738 Montgomery Street)

Built 1965, frontage: 75 ft., height: 65 ft.

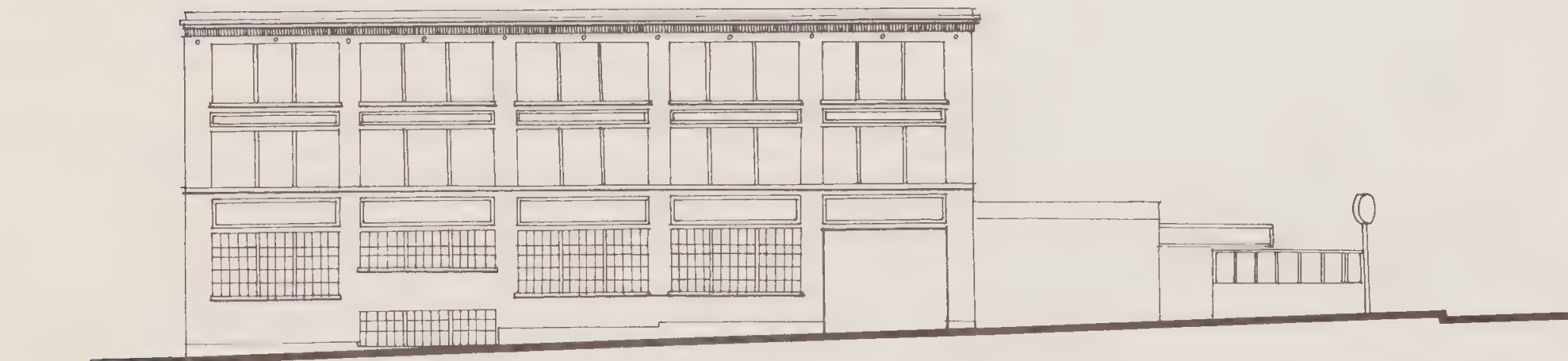
Modern brick and steel building. Building bulk, detailing and use of materials not in character with area.

Incompatible.

Montgomery St.

South side between Sansome and Montgomery **STREET**

South side between Montgomery and Columbus



Montgomery St.

501 (See also 735 Montgomery St.)

Built 1924, frontage: 107.5 ft., height: 42 ft.

Reinforced concrete industrial building with classical cornice at roof.

Potentially compatible.

Side of 42 Columbus Avenue.

Built 1941, frontage: 58.3 ft., height: 12 ft.

Metal building with wood and glass fence enclosure at corner.

Incompatible.

Columbus Ave.

Montgomery St.



580 (see also 700 Montgomery St)

Built 1905, frontage: 60 ft., height: 36 ft

Stone and stuccoed brick building in the Greek Revival Style. Engaged round Ionic columns on first floor supporting a classic entablature. Recessed high arched fixed windows on ground floor. Recessed windows with heavy surrounds capped by further scrolls on second floor. Heavy stone classical balustrade at roof. Circular entrance faces corner. High basement reflected on ground floor facade.

Compatible

584 (see also 15 Hotaling Pl)

Built c. 1907, frontage: 65 ft., height: 38 ft.

Three stucco over brick buildings merged into one. Ground floor treatment not in character with area.

Potentially compatible.

Hotaling Place

WASHINGTON



530 (see also Hotaling Pl., East side)

Built 1859-1860, third story removed after 1906 Fire, frontage: 173 ft., height: 30 ft.

Painted brick with horizontal accents. Arched windows. Black painted restrained classical cast iron columns on first floor. Corner of building rounded at entrance to Hotaling Place.

Compatible

Parking Lot

Sansome St.

STREET North side between Sansome and Montgomery

MONTGOMERY



Jackson St

736-738 (See also 497-499 Jackson)

Built 1965, frontage: 50 ft, height: 65 ft

Modern brick and steel building. Building bulk, detailing and use of materials not in character with area.

Incompatible.

732 (Rear is on Hotaling Pl. W. side)

Designated Landmark. Built 1852, frontage: 25 ft., height: 40 ft.

Stuccoed brick with classical cast iron pilasters on ground floor. Eyebrow pediments over second floor windows.

Compatible

728-730 (Rear is on Hotaling Pl. W. side)

Designated Landmark and State Registered Historical Landmark. Built 1851, frontage: 29 17 ft., height: 41 ft.

Exposed brick building with recessed doorway. Curved brick arched windows at second floor, straight brick arched windows at third floor. Exposed anchor plates. Heavy projecting cornice

Compatible.

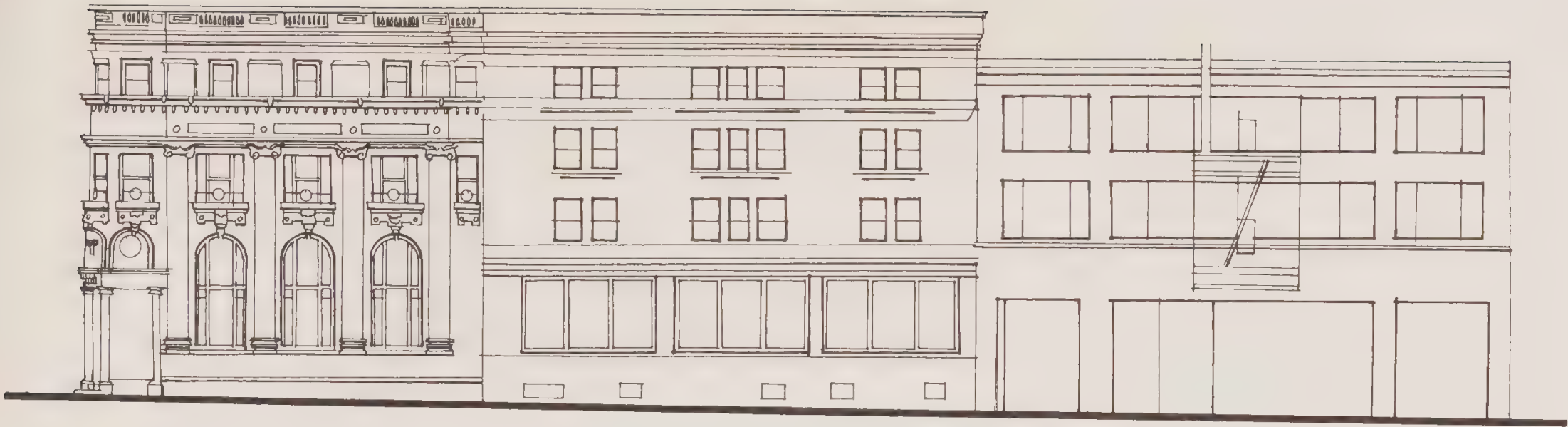
722 (Rear is on Hotaling Pl. W. side)

Designated Landmark. Built 1851, frontage: 33 3 ft, height: 33 ft

Exposed brick building with cast iron detail on ground floor. Deeply recessed entrance leads to open interior court. Eyebrow pediments over second-floor windows. Exposed anchor plates

Compatible

Columbus Ave



701 (see also 4-36 Columbus Ave.)

Built 1909, third story added 1914, north portion remodeled and combined with bank c. 1916, major renovation late 1950's. Frontage: 126.5 ft., height: 50 ft

(South portion): Glazed white terra cotta facade. Baroque design. High applied pilasters of ornate composite style. Very heavy cornice at third floor line. Upper story capped with heavy stone balustrade. Circular porticoed entrance at gore corner is focal point of building

Compatible

735 (see also 501 Jackson St.)

Built 1924, frontage: 72.5 ft., height: 42 ft

Reinforced concrete industrial building with classical cornice at roof

Potentially compatible

Jackson St.

West side between Columbus and Jackson
STREET
East side between Washington and Jackson



712-720 (Rear is on Hotaling Pl. W. side)

Built c. 1880, facade remodeled 1953, frontage: 60.5 ft., height: 28 ft.

Stucco and brick building, originally two buildings. Substantially altered.

Potentially compatible.

708

Built 1906 (post-fire), frontage: 26 ft., height: 40 ft.

White glazed brick facade. Tan brick, arched pediments over second story windows and lens windows above. Projecting classical cornice with scrolled brackets and dentils.

Compatible.

700 (See also 580 Washington)

Built 1905, frontage: 51 ft., height: 36 ft.

Stone and stuccoed brick building in the Greek Revival style. Engaged round Ionic columns on first floor supporting a classic entablature. Recessed high arched fixed windows on ground floor. Recessed windows with heavy surrounds capped by further scrolls on second floor. Heavy stone classical balustrade at roof. Circular entrance faces corner. High basement reflected on ground floor facade.

Compatible.

Washington St.

Jackson St

Side of 500 Jackson

Built 1948, frontage: 48 ft., height: 10 ft.

Parking lot and gas station.

Incompatible.

807

Built 1909, major remodeling 1960 frontage: 47 ft., height: 28 ft.

Exposed brick building. Three high arched openings. Corbeled brick cornice. Stained glass round windows. Recessed entrance. Exposed brick south wall visible from street.

Compatible.

809-811

Built 1906 (post-fire), frontage: 25ft height: 34 ft.

Painted brick building. Decorative brick patterning and corbeling. Exposed anchor bolts.

Compatible

MONTGOMERY



920

Built 1907, frontage: 44.5 ft., height: 42 ft

Stucco over brick building, severe facade in unrelieved Italianate Style. Common wall with 902 Montgomery St

Potentially compatible

902 (See also 470-498 Pacific Ave.)

Built 1907, easterly portion added c 1910, frontage: 137 ft., height: 30 ft

Brick building, upper floor painted. Common wall with 920 Montgomery St.

Potentially compatible.

Pacific Ave.

850 (481 Pacific and 850 Montgomery form a single remodeled unit)

Built c. 1910, remodeled with construction of new building on corner 1970, frontage: 86.75 ft., height: 25-35 ft

Southerly portion: Remodeled L-shaped building of plain reinforced concrete

Northerly portion: New building, facade of brick and stucco with repetitive arched windows trimmed with terra cotta Open galleried court between the two buildings

Compatible.



831

Built 1925, frontage: 25.67 ft., height: 22 ft.

Plain concrete building. Deeply recessed ground floor show windows.

Potentially compatible

843-851

Built 1910-1911, remodeled 1955 and 1960, frontage: 61.33 ft., height: 34-36 ft.

Originally two buildings, now combined with unified facade. Red brick with white accents of sills, lintels and belt courses. Iron window box grilles. Classical cornice.

Compatible.

855-857

Built 1910, frontage: 23 ft., height: 37 ft.

Painted concrete building. Deeply recessed first floor opening has rounded corners. Decorative pilasters extending from second floor to decorative cornice.

Compatible.

Side of 501 Pacific Ave.

Built 1912, major alteration 1957, frontage: 45 ft., height: 16 ft.

Stucco over brick building. Contemporary design and detailing.

Potentially compatible.

Pacific Ave.

West side between Jackson and Pacific **STREET** East side between Jackson and Broadway



836

Built 1925, frontage: 50.75 ft., height: 20 ft.

Concrete building. Three arches with medallions between. Simple projecting cornice.

Compatible.

824

Built 1923, frontage: 20.5 ft., height: 20 ft.

Concrete building with painted brick facade. Decorative edging on parapet.

Compatible

814-822 (see also 60 Gold St.)

Built 1910, frontage: 39.5 ft., height: 36 ft.

Simple red brick building. Decorative brick patterning near roof and handsome brick sill under first floor windows. Ivy hides much detail.

Compatible.

Gold St.

804 (see also 498 Jackson St.)

Designated Landmark, also State Registered Historical Landmark. Built 1853-1854, third story removed after 1906 Fire, frontage: 60 ft., height: 34 ft.

Exposed brick building with rusticated granite facing on ground floor and continuous granite sill course below second floor windows. Projecting center entrance emphasized by triangular pediment. Recessed corner entrance. High basement reflected in raised ground floor facade. Rear of building is on Gold Street

Compatible.

Jackson St

Washington St.

Parking Lot



615

617

Built 1907, frontage : 25 ft., height : 30 ft.

Built c. 1867, rebuilt c. 1907, frontage : 45 ft., height : 30 ft

Brick building, remodel-
ed. Strip window pattern
not in keeping with rest
of area.

Stone-patterned stucco over brick. Cast
iron pilasters on ground floor. Heavy
cornice

Compatible

Potentially compatible

SANSOME

Jackson St

Gold St



701 (see also 400 Jackson St)

Designated Landmark. Built 1859, partially rebuilt 1906,
frontage: 60 ft, height: 40 ft

Yellow brick building. First floor round arches heavily em-
phasized with stone work. Fan light transoms. Brick arches
over upper story windows slightly projecting. Rear of build-
ing is on Gold Street

Compatible



711 (see also 14 Gold St)

Built 1906 (post-fire), frontage: 60 ft., height: 45 ft.

Brick building. Ground floor has large arched openings. Paired
windows above ground floor contained within doubly recessed
panels, upper set having arched heads. Accentuated keystone
and arch design through corbelling. Projecting detailed cor-
nice

Compatible.



731

Built 1911, frontage: 68.75 ft., height: 34 ft

Concrete building with pilasters and triangular parapet at roof
with medallion

Potentially compatible

Parking Lot

Jackson St

West side between Washington and Jackson

STREET

West side between Jackson and Broadway



755 (see also 401-433 Pacific Ave.)

Built 1927, major alteration 1959, frontage: 137.5 ft., height: 71 ft.

Contemporary curtain wall.

Incompatible.

Pacific Ave.

801 (see also 400 Pacific Ave.)

Built 1906 (post-fire), frontage: 34.4 ft., height: 32 ft.

Exposed brick building, all detailing in brick. Dark metal cornice above first floor.

Compatible.

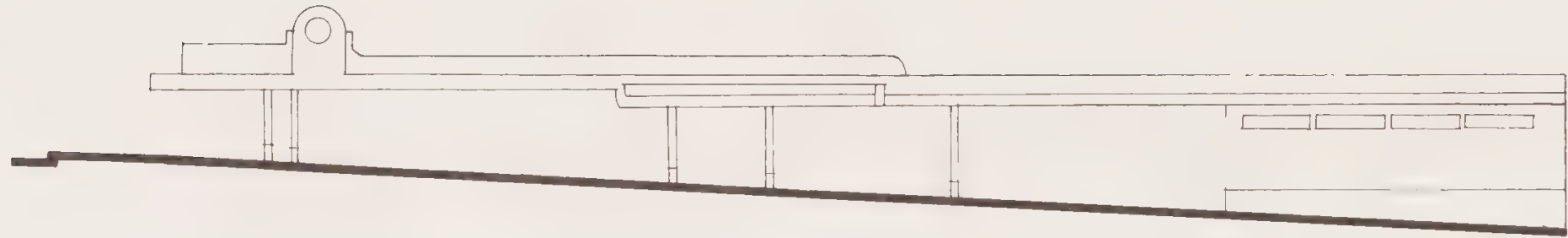
821

Built c. 1940, frontage: 34.4 ft., height: 31 ft.

Concrete with terra cotta trim.

Potentially compatible

Pacific Ave.



170 (see also 565 Pacific Ave.)

Built 1938, frontage: 148.8 ft., height: 14 ft.

One-story metal structure, enamelled in part.
Open interior construction.

Incompatible.

COLUMBUS

Jackson St.



42 (See also 500 Block Jackson St., south side)

Built 1941, frontage: 91 ft., height: 12 ft.

Metal building with wood and glass fence enclosure at corner.
New concrete block addition.

Incompatible.



126-140

Built 1911, frontage: 72 ft, height: 32 ft.

Concrete building with five bay windows. Simple angled cornice over central portion.

Potentially compatible.

100-120 (see also 550 Jackson St.)

Built 1907, frontage: 106.9 ft., height: 40 ft.

Brick building of various colors. Prominent projecting cornices above ground floor and at roof. Windows in recessed panels set off by shallow brick pilasters. East and north facades visible from street and cul-de-sac. Northern portion of ground floor not in keeping with remainder of building.

Compatible.

Jackson St

East side between Jackson and Pacific
AVENUE
 East side between Washington and Jackson



4-36 (See also 701 Montgomery St.)

Built 1909, third story added 1914, north portion remodeled and combined with bank c. 1916, major renovation late 1950's. frontage: 126.5 ft., height: 50 ft.

(South portion): Glazed white terra cotta facade. Baroque design. High applied pilaster of ornate composite style. Very heavy cornice at third floor line. Upper story capped with heavy stone balustrade. Circular porticoed entrance at gore corner is focal point of building.

Compatible.

Washington St.

Washington St.



15 (see also 584 Washington Street)

Built c. 1907, frontage: 30.5 ft, height: 38 ft

Three stucco over brick buildings merged into one

Potentially compatible

23-27 (rear of 712-720 Montgomery St.)

Built c. 1880, Northerly portion of facade remodeled c. 1950, frontage: 56.5 ft, height: 29-30 ft

Originally two buildings. Southerly building red brick with north skylit roof and wood trim. Northerly building granite cobblestones with cast stone relief panel over entry

Compatible

HOTALING

Jackson St.



Side of 451 Jackson St

Designated Landmark. Built 1866, frontage: 90 ft, height: 40 ft

First bay repeats Jackson Street facade. Rest of facade is tall arched openings surrounded by plain raised encircling frame of brick. Cast iron shutters and anchor plates

Compatible

32-42

Designated Landmark. Built c. 1870, frontage: 47.5 ft, height: 40 ft

Stucco facade with contrasting trim. Cast iron pilasters on ground floor. Recessed entrance. Window openings unusually large, divided into thinly separated panes. Exposed anchor plates. Projecting cornice supported by brackets

Compatible



Rear of 722 and 728-730 Montgomery St.

722 built 1851, frontage: 33.3 ft. Designated Landmark.
728-730 built 1851, frontage: 29.17 ft, height: 41 ft.
Designated Landmark and State Registered Historical
Landmark.

(722): Exposed brick building, with wood trim. Square
arched windows. Exposed anchor plates. Simple parapet,
raised in center.
(728-730): Exposed brick building, with wood trim. Ex-
posed anchor plates.

Compatible

Rear of 732 Mtgy St.

Built 1852, frontage: 25 ft,
height: 33 ft.

Painted brick facade with
cast iron pilasters on
ground floor. Iron shutters
on second floor square
arched windows. Exposed
anchor plates.

Compatible.

Side of 463-473 Jackson St

Designated Landmark. Built c. 1860, frontage
52 ft, height: 45 ft

Stuccoed facade, cast iron pilasters at ground
floor. Arched projecting pediments over second
floor windows, triangular over third floor. Pro-
jecting cornice supported on decorative brack-
ets extends length of building on Hotaling Place.
Ground floor facade filled in with brick.

Compatible

Jackson St.

West side between Washington and Jackson PLACE East side between Washington and Jackson



30

Side of 530 Washington St

Built 1934, frontage: 57.5 ft, height: 45 ft.

Plain concrete building with fluted pilasters and
geometric designs over windows.

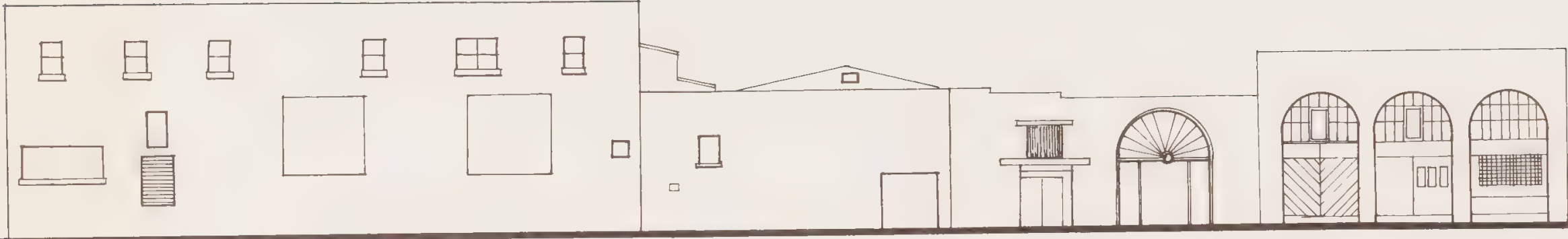
Compatible

Built 1859-1860, third story removed after 1906 Fire, frontage: 80 ft, height: 30 ft

Painted brick with horizontal accents. Arched windows. Black painted restrained
classical cast iron columns on first floor. Corner of building rounded at entrance
to Hotaling Place. Side facade is a plainer rendition of the Washington St. front.

Compatible

Washington St



60 (see also 814-822 Montgomery St.)

Built 1910, frontage: 137.5 ft., height: 16-36 ft

Westery portion has two stories, easterly portion has one story with gable. Brick facade. Some of the original large openings have been filled in with brick. Random pattern of windows in facade

Compatible

56

Built c.1906, altered 1959, frontage: 47.67 ft., height: 16 ft.

Exposed brick building. I-Beam support over entrances. Both entrances deeply recessed. Wrought iron decoration over main entrance. Exposed anchor plates, in no definable pattern

Compatible

48

Built c.1906, frontage: 44 ft., height: 40 ft

Stucco over brick building with symmetrically arranged arched entrances. Treatment of doors and windows not in character with area

Potentially compatible.

GOLD



40

Built 1910, remodeled 1956, frontage: 103.33 ft., height: 45 ft.

Plain concrete building. Arcade at street level.

Compatible

14 (see also 711 Sansome St)

Built 1906 (post-fire), frontage 80 ft., height: 45 ft

Brick building. Ground floor has large arched openings. Paired windows above ground floor contained within doubly recessed panels, upper set having arched heads. Accentuated keystone and arch design through corbelling. Projecting detailed cornice.

Compatible.

Sansome St.

STREET North side between Sansome and Montgomery



Nottingham Place

1018-1028

Built c. 1907, frontage: 96 ft, height: 12-16 ft.

Originally two buildings, now merged. Northerly portion stucco over brick, with simple cornice below parapet. Southerly portion recently renovated with wood and stucco, recessed entrance, strip windows on second floor.

Potentially compatible.

1006 (see also 592 Pacific Ave.)

Built 1911, frontage: 41.5 ft., height: 28 ft.

Stucco over brick building. Modernized with aluminum windows and awnings. Brick foundation and recessed windows are in keeping with the area.

Potentially compatible.

Pacific Ave

KEARNY STREET East side between Pacific and Broadway

APPENDIX A - SUMMARY OF BUILDING HISTORIES

The following are brief summaries of case reports and research material in the files of the Landmarks Preservation Advisory Board. These summaries highlight the history of the area's buildings, but they are not exhaustive nor do they include all buildings which may have some historical interest. The process of research is a continuing one.

GOLD STREET

- 56 - This building was constructed in 1906-07 on a lot which, together with the Moulinie Building directly across Gold Street, has been owned by the French family of that name for over one hundred years, having been acquired by a French sea captain during a voyage to California after the Gold Rush. The present building was for some time used by the Four Monks Winery, directly to the west, as a cooperage and truck storage depot, and more recently was converted to a bar and restaurant as part of the Jackson Square revival.

HOTALING PLACE

- 32-42 - Hotaling Stables Building

This was originally constructed as two separate buildings around 1870, but has been long merged into one. The northern portion was built as stables and used by the firm of Anson P. Hotaling. The southern part was originally a warehouse for the firm of H. and W. Pierce, pioneer brokers with offices on Montgomery Street, across Jones Alley — now Hotaling Place. A tunnel connected the Pierce offices with the warehouse and stables.

JACKSON STREET - North side

- 400 - Grogan-Lent-Atherton Building

Dating in part from 1859, this building is typical in architectural style of office buildings built in this area of the city during the 1850's. The building on the site between the 1850's and the 1906 Fire and Earthquake, occupied by numerous real estate, mining and stock bookers, including F. D. Atherton, A. B. Grogan and W.M. Lent, was severely damaged, and the present building is described on photographs taken shortly after the Earthquake as "the first brick building completed after the Fire." The present building is similar in appearance to the earlier building, and includes portions of that building.

JACKSON STREET - North side (continued)

432 - Yeon Building

The 1906 post-Fire building stands on the site of the Tremont Hotel built in 1855, and incorporates portions of that early building. The present building is typical of the architecture of the 1850's.

440-44 - Presidio and Ferries Railroad Car Barn

Dating from 1891 and later reconstructed, this structure was first used for stables for the horses that drew cars on this part of the line (cable was used on other parts) and also for some car storage. After the 1906 catastrophe with its disruption of service, most cable railroads commenced to electrify, including the Presidio and Ferries. With the introduction of electric cars this building ceased to be used as a stable, but did continue in use as a car barn and repair shop until the line was taken over by the Municipal Railway.

458-60 - Moulinie Building

One of the oldest buildings in Jackson Square, it was constructed in the early 1850's, no later than 1855, and has been owned by the same French family since Gold Rush days when a French sea captain purchased the lot. It housed principally wine and liquor merchants during the mid- and late-1800's.

470 - Solari Building East -- Larco's Building

Built in 1852 by Nicholas Larco, prominent Italian merchant of early San Francisco, the building housed the consulates of Spain and Chile in 1856-57, and from 1861 to 1864-65, the Consulate of France. It also housed offices for the Italian Benevolent society during the 1860's, as well as the Italian newspaper La Parola which was edited by Augustus Splivalo who had offices here for many years. Domingo Ghirardelli also had an office in the building from approximately 1856-58 and many wine and liquor merchants were here beginning in the 1860's.

472 - Solari Building West -- Old French Consulate

Built 1850-52 and originally occupied by C. Lagauterie, the first of many wine and liquor merchants to occupy the building. From 1864-65 to 1876 the building also served as the Consulate of France. It is an interesting example of mid-nineteenth century brick and timber construction, and is exceptionally well-preserved in basement and walls, which show the original construction seemingly unaltered.

JACKSON STREET - South side

407 - Ghirardelli Annex-Jackson Street

Built in 1860, this building was used for a number of years by the Ghirardelli Company in the manufacture of chocolate. The Ghirardellis continued to use both this building and their headquarters immediately to the west until 1894, when the manufactory was moved to what is today known as Ghirardelli Square, with the retail outlet and offices remaining on Sansome Street.

415-31 - Ghirardelli Building

Built in 1853, this building became the factory of Domingo Ghirardelli and his chocolate company in 1855 and was used for this purpose until 1894, when the manufactory was moved to the old Pioneer Woolen Mills building on North Point Street (present Ghirardelli Square) with the retail outlet and offices remaining at 617 Sansome Street. Later uses have included a wood-working mill, cigar factory, and printing shop.

441 - Medico-Dental Building

Built in 1861 on the hulls of two ships abandoned in the Gold Rush, this building was long used for a wine, tobacco and coffee warehouse. The connection with the medical profession, indicated by the caducei prominent above the pilasters, is unknown.

445 - Hotaling Annex East

Built around 1860, this building was long used as the Tremont Stables, named for the Tremont Hotel which formerly stood across the street. Subsequently, it was bought by A. P. Hotaling and used as a warehouse for his wholesale liquor business.

451 - Hotaling Building

Built in 1866 in Italianate style for pioneer liquor merchant Anson Parsons Hotaling, this building was the headquarters and warehouse for the extensive liquor, real estate, and trading business of Hotaling and his sons. Well-known survivor of the 1906 Fire and Earthquake, it was the subject of a very popular jingle of the day. A bonded liquor warehouse for over fifty years, it continued in use by the company until 1943 in conjunction with buildings across the alley (now Hotaling Place), to the rear and alongside. Besides serving as headquarters for the firm, whose business reached from Alaska to the South Seas, it also housed most of Hotaling's large and noted collection of books and paintings.

JACKSON STREET - South side (continued)

463-73 - Hotaling Annex West

Erected around 1860 in the then prevailing Italianate style of architecture, with walls a foot thick, this building was purchased by A. P. Hotaling as an annex to his liquor wholesaling business across the alley. Long held by the family and operated as part of the business until the 1930's, it was used as headquarters for the Federal Artists and Federal Writers projects during the depression, and thereafter became home and studio to a number of famed San Francisco artists.

MONTGOMERY STREET - West Side

701 - Transamerica Building -- Old Fugazi Bank Building

The building was constructed in 1909 for the Banco Popolare Italiano Operaia Fugazi, founded immediately after the 1906 Fire and Earthquake. Prior to 1909, Giannini's Bank of Italy had been briefly quartered on the same site, and these two banks continued to be neighbors after the Fugazi Bank was built. Giannini's dominance increasingly emerged, and in 1928 the Fugazi Bank was merged into his empire; the building continued as a branch of his banks until closed as a banking office in 1931. In 1938, it became, and remains, the headquarters of another Giannini-founded financial enterprise — the Transamerica Corporation.

MONTGOMERY STREET - East Side

700 - Columbus Savings Bank Building

Built in 1905 for the Columbus Savings Bank, and occupied by them for many years during the growth period of modern banking in California, this building is a detailed example of late Classical Revival style.

712-20 - This merged structure, dating from around 1880, served as stores, plumber's shop and printing office, and later provided artists' studios during the period when the Montgomery Block flourished. Part of the building was constructed upon timbers from one of the ships abandoned in this area during Gold Rush days when the Bay came up to Montgomery Street. The most likely supposition is that the Georgian, known to lie between Washington and Jackson Streets although generally placed eastward of this location, is the ship in question.

MONTGOMERY STREET - East side (continued)

722 - Belli Building -- Langerman's Building

The first known use of the 1851 building was as a tobacco warehouse (Langerman's). It was the home of the Melodeon Theatre, where Lotta Crabtree performed in 1857-58. Succeeding uses included commission merchants, an auctioneer, and a Turkish Bath. The building is built on a raft of planks laid as a foundation in bay mud, and it is said that the tides still rise and fall in the elevator shaft. Carefully restored by the efforts of attorney Melvin Belli, the building now displays the flavor of early San Francisco combined with the charm and color of old New Orleans.

728-30 - Genella Building -- Belli Annex

Built in 1853-54 upon the foundation of an 1849 building by Joseph Genella, for his china and glassware business. The first meeting of a Masonic Lodge in San Francisco was held on the site in 1849. The Odd Fellows used the upper floor as a meeting hall as early as 1854, and use for lodge purposes continued for many years. The building is representative of Italianate architecture of the 1860's.

732 - Golden Era Building

This building was constructed around 1852 on the foundations of an 1849 structure destroyed in the fires of 1851. Cast iron pilasters in the rear on Hotaling Place bear the date 1857 while those on the front are dated 1892; both appear to represent additions; that the 1892 addition did little to change today's building can be seen from photographs of the 1860's. The building housed the Golden Era, an early literary weekly which published California authors, including Mark Twain and Bret Harte. Its upper floor was converted into a meeting area known as Lafayette Hall and the Lafayette Guard, an early militia company, met here.

800 - Bank of Lucas, Turner & Co.

One of the oldest and most historic structures in the Jackson Square area, this building was designed by Architect Clark and constructed in 1853-1854. It first housed a branch of the Bank of Lucas, Turner and Company of Saint Louis, the branch being managed by William Tecumseh Sherman who had resigned his military commission September 6, 1853 and who later became General of the United States Army during the Civil War.

MONTGOMERY STREET - East side (continued)

Bank of Lucas, Turner & Co. (continued)

Other early, well-known occupants include: Ex-Mayor Brenham, Attorney William Blanding, the Hibernia Savings and Loan Society, Barron and Company, and the State's first railroad, the Sacramento Rail Road Company. In the 1870's, the building housed Chambers for Justices of the Peace. The classical Italianate granite facade on Montgomery Street provides an interesting contrast with the simpler brick of the Jackson Street facade.

814-22 - Old Livery Stable -- Four Monks Winery

Built by the Society of California Pioneers around 1910 as an income property, portions of this structure have seen use as a livery stable. The lot was originally given to the Society in 1863 by James Lick, and their first permanent headquarters was erected there in that year; the Society moved its home in 1886, but retained the property (until 1947). After the 1906 disaster, they erected the present structure which, though plain and utilitarian, bears considerable resemblance to the Society's original home in the arrangement of its fenestration. The most recent principal occupant has been the wine vinegar firm using the Four Monks label.

PACIFIC AVENUE - North side 400 block

438 - Built around 1910, this was originally a Barbary Coast saloon, and until recently was occupied by a Chinese fortune cookie factory.

440 - Built in 1911, probably as a house of pleasure, this spacious building became a transient lodging house after the decline of the Barbary Coast. More recently it was handsomely restored and altered for architectural offices.

450 - Kentucky Stables Building

Constructed shortly before the 1906 Fire and Earthquake, this building survived that catastrophe with no major damage. Its original and long time function was as a carriage house, livery stables, and associated uses. The upper story was a Chinese cigar factory. The side of the building evidences its previous usage -- the windows through which hay and grain for horse feed were transferred being apparent.

PACIFIC AVENUE - North side 400 block (continued)

470-98 - Barbary Coast Building

Built in two portions after the 1906 Fire and Earthquake, the ground floor of this structure was devoted to saloon and dance hall purposes, with the upper floor used for transient lodgings. Part of the lower story was used as a wine storage warehouse. Plain and unadorned, the building nevertheless continues to convey the feeling of the old Barbary Coast.

PACIFIC AVENUE - South side 400 block

449-51 - Old Fire House

This building was erected in 1908 to house Engine Company Number One of the Fire Department. A previous engine house, completed on the site in 1872, had been completely demolished in the 1906 Fire and Earthquake. Engine Company Number One is the lineal descendant of Empire Engine Company Number One of the old volunteer Fire Department organized in 1850, of which David Broderick, later U. S. Senator, was captain.

PACIFIC AVENUE - North side 500 block

560-64 - This 1910 building was for many years used for a saloon, night club, art gallery, and for other public assembly purposes. It formerly contained a stage at the rear. The recent facade remodeling is unusual and striking.

570-74 - Spider Kelly's

Built in 1907 to replace a pre-Fire structure, this building originally housed two hotels, the Pacific and the Nottingham, then the Seattle Hotel. It also included Spider Kelly's Bar and Dance Hall on the ground floor - one of the famous (or infamous) haunts of the Barbary Coast, sailors' hangouts when Pacific was known to many as "Terrific Street". Like the rest of the street it was forced into decline by the closing of the Barbary Coast about 1917 and Prohibition in 1920. More recently, it has been tastefully restored.

580 - Brighton Express

Constructed in 1907 on a site formerly occupied by Diana's saloon, this small survivor of the Barbary

PACIFIC AVENUE - North side 500 block (continued)

Coast, with its double swinging doors and stained glass windows, has a saloon appearance largely unchanged since the palmy days before Prohibition.

PACIFIC AVENUE - South side 500 block

529-35 - Little Fox

This two-part building was built around 1907 for use as a saloon, dance hall and lodging house, with alterations and mural painting on the facade during the 1940's when the old Barbary Coast was revived as the International Settlement. The name is derived from its recent conversion to a theatre, using many ornate decorative features from the late Fox Theatre on Market Street.

551-559 - Old Hippodrome

The building was reconstructed in 1907, following the general outlines of the previous dance hall and saloon, one of the most notorious of the Barbary Coast. Designed to lure sailors and gay blades into the dance hall, it boasted a well-recessed exterior foyer with a continuous facade of double swinging doors leading to the interior. It underwent a revival during the International Settlement days of the 1940's, when restoration was carefully and gaudily carried out. The intaglio marble alcove floor, the jeweled and bedazzling glass doors, and the wedding-cake friezes adorned with small circular beaded ornaments, all remain to demonstrate the height of the saloon architecture of former years.

SANSOME STREET

617 - Ghirardelli Annex-Sansome Street

Built around 1867 and rebuilt after the 1906 disaster, this building was at first the place of business for Sabatie and Maubec, early grocers and wine merchants, and leaders in the French colony. Between 1894 and 1904, it was the retail establishment of Ghirardelli and Company; it later housed industrial firms and lodgings.

WASHINGTON STREET

530 - Burr Building

The building was constructed in 1859-60 by E. Willard Burr, financier and Mayor of San Francisco 1856-59. From 1874 to 1900 it was the site of an extensive pioneer effort at promotion of a new California product — the manufacture of champagne. Isadore Landsberger and Arpad Harazsthy, son of the Count Harazsthy who had introduced commercial viticulture to California, in 1866 formed a company to make champagne and deal in local wines. Subsequently, the famed "Eclipse" brand of champagne was made here. The entire building, its cellar, and the cellars of buildings on Montgomery Street (connected by tunnel to this one) were devoted to the business.

APPENDIX B - SELECTED PROVISIONS OF ARTICLE 10, CITY PLANNING CODE

The following excerpts are taken from Article 10 of the City Planning Code, "Preservation of Historical, Architectural and Aesthetic Landmarks," approved January 26, 1967.

SEC. 1001. Purposes. It is hereby found that structures, sites and areas of special character or special historical, architectural or aesthetic interest or value have been and continue to be unnecessarily destroyed or impaired, despite the feasibility of preserving them. It is further found that the prevention of such needless destruction and impairment is essential to the health, safety and general welfare of the public. The purpose of this legislation is to promote the health, safety and general welfare of the public through:

(a) The protection, enhancement, perpetuation and use of structures, sites and areas that are reminders of past eras, events and persons important in local, state or national history, or which provide significant examples of architectural styles of the past or are landmarks in the history of architecture, or which are unique and irreplaceable assets to the city and its neighborhoods, or which provide for this and future generations examples of the physical surroundings in which past generations lived;

(b) The development and maintenance of appropriate settings and environment for such structures, and in such sites and areas;

(c) The enhancement of property values, the stabilization of neighborhoods and areas of the city, the increase of economic and financial benefits to the city and its inhabitants, and the promotion of tourist trade and interest;

(d) The preservation and encouragement of a city of varied architectural styles, reflecting the distinct phases of its history: cultural, social, economic, political and architectural; and

(e) The enrichment of human life in its educational and cultural dimensions in order to serve spiritual as well as material needs, by fostering knowledge of the living heritage of the past.

SEC. 1004. Designation of Landmarks and Historic Districts.

(a) Pursuant to the procedures set forth hereinafter,

1. The Board of Supervisors may, by ordinance, designate an individual structure or other feature or an integrated group of structures and features on a single lot or site, having a special character or special historical, architectural or aesthetic interest or value, as a landmark, and shall designate a landmark site for each landmark; and

2. The Board of Supervisors may, by ordinance, designate an area containing a number of structures having a special character or special historical, architectural

or aesthetic interest or value, and constituting a distinct section of the city, as a historic district.

(b) Each such designating ordinance shall include, or shall incorporate by reference to the pertinent resolution of the Planning Commission then on file with the Clerk of the Board of Supervisors, as though fully set forth in such designating ordinance, the location and boundaries of the landmark site or historic district, a description of the characteristics of the landmark or historic district which justify its designation and a description of the particular features that should be preserved. Any such designation shall be in furtherance of and in conformance with the purposes of this Article 10 and the standards set forth herein.

(c) The property included in any such designation shall upon designation be subject to the controls and standards set forth in this Article 10. In addition, the said property shall be subject to the following further controls and standards if imposed by the designating ordinance:

1. For a publicly owned landmark, review of proposed changes in major interior architectural features.
2. For a historic district, such further controls and standards as the Board of Supervisors deems necessary or desirable, including but not limited to facade, setback and height controls.

(d) The Board of Supervisors may amend or rescind a designation at any time, subject to all of the procedures set forth in this Article 10 for an original designation; provided however, that in the event that a landmark is accidentally destroyed or is demolished or removed in conformity with the provisions of Section 1007, or is legally demolished or relocated after compliance has been had with the provisions of Sec. 1006.2, the Director of Planning may request the Planning Commission to recommend to the Board of Supervisors that the designation be amended or rescinded, and in such case the procedures for an original designation set forth in Sections 1004.1, 1004.2 and 1004.3 hereof shall not apply. (Amended 5/71)

SEC. 1006.3. Standards for Review. The Advisory Board and the Planning Commission shall be guided by the standards in this Section in their review of permit applications for work on a landmark site or in a historic district. In appraising the effects and relationships mentioned herein, the Advisory Board and the Planning Commission shall in all cases consider the factors of architectural style, design, arrangement, texture, materials and color, and any other pertinent factors.

(a) The proposed work shall be appropriate for and consistent with the effectuation of the purposes of this Article 10, and shall preserve or enhance the characteristics and particular features specified in the designating ordinance.

(b) For applications pertaining to landmark sites, the proposed work shall not adversely affect the exterior architectural

features of the landmark and, where specified in the designating ordinance for a publicly owned landmark, its major interior architectural features; nor shall the proposed work adversely affect the special character or special historical, architectural or aesthetic interest or value of the landmark and its site, as viewed both in themselves and in their setting.

(c) For applications pertaining to property in historic districts, the proposed work shall not adversely affect the exterior architectural features of the subject property, or the relationship and congruity between the subject structure or feature and its neighboring structures and surroundings; nor shall the proposed work adversely affect the special character or special historical, architectural or aesthetic interest or value of the district. The proposed work shall also conform to such further standards as may be embodied in the ordinance designating the historic district.

U.C. BERKELEY LIBRARIES



C124885310

